

# The City of West Des Moines Development Retrospective



Fiscal Year 2016-2017

**The Development Retrospective is a collection of data about the City of West Des Moines and about all aspects of the community.**

**All data is based on Fiscal Year July 1, 2016, to June 30, 2017, unless otherwise noted.**

**FY = fiscal year  
CY = calendar year**

The Fiscal Year 2016-2017 Development Retrospective was created by:

**City of West Des Moines**

**Community & Economic Development Department**

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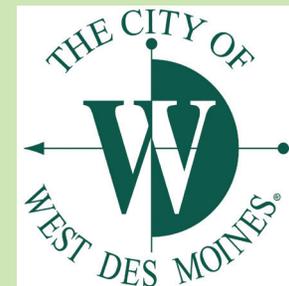
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# Letter from the City Manager

Welcome to the West Des Moines Development Retrospective, our annual publication that provides an overview of the remarkable growth and economic activity in our city.

As one of approximately 100 cities with the top AAA bond rating, West Des Moines has a strong track record as a development ready community. Construction valuation hit a record high of more than \$1 billion last year, in large part due to our three Microsoft data centers. Microsoft's total investment of nearly \$3.5 billion in West Des Moines will allow us to provide the infrastructure for future development that will keep our city growing and expanding for years to come.

We deliver excellent services to our residents and offer an amazing array of recreational trails, parks and other quality of life amenities. I'm sure that's why *MONEY Magazine* recently ranked West Des Moines as the fourth **Best Place to Live in America** among cities with populations from 50,000 to 300,000.

I want to thank our residents, volunteers, business leaders, elected officials, and city employees for their hard work and commitment to West Des Moines. It's a privilege to share this Development Retrospective with you.

Tom Hadden, City Manager  
City of West Des Moines



# *Year in Review*



## **Year in Review**

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# West Des Moines Recognitions

- *MONEY Magazine* named West Des Moines the **fourth “Best Place to Live in America”** among cities with populations between 50,000 and 300,000.
- West Des Moines ranked **No. 3** among the “**Top Cities in the Country in Which to Retire**” by a report issued by *Bankrate.com*.
- West Des Moines ranks **No. 8** nationally for “**citizen satisfaction**,” a *Gallup-Healthways* survey found.
- *Area Development* magazine ranks West Des Moines as a “**Top 50 (No. 29) Lending Location**” in the United States.
- West Des Moines was recognized as one of the “**Most Exciting Places in Iowa**” according to real estate blog, *Movoto.com*.
- *Forbes* has named the Des Moines-West Des Moines Metropolitan area the “**#1 Area for Young Professionals**” ages 24-34 who hold a bachelor’s degree or higher.
- The Des Moines-West Des Moines Metropolitan has been ranked **No. 4 in the nation** for “**Best Metros for Millennial Homebuyers**” by the National Association of Realtors.
- West Des Moines has been named one of the “**Top Ten Best Small Cities for Education in America**” by *Movoto.com*.
- *Policom Corp*, an economic research firm, named the Des Moines-West Des Moines Metropolitan “**No.1 in Economic Strength**” amongst metropolitan areas.
- The Des Moines-West Des Moines Metropolitan area was named **No.1** in “**Best Medium-Sized Metro Areas for Homeownership**” by the *NerdWallet Finance Blog*.
- *Movoto.com* ranked West Des Moines as the **No. 2 “Best Small City to Retire”** in the nation.
- West Des Moines was recognized by *Livability.com* as one of the “**Top 100 Places to Live**” in the United States.
- The Des Moines-West Des Moines metro area was identified as the “**Best Metro in the Midwest**” and the **No. 8 “Best in the Nation for Young Adults**” by *The Business Journals*.

# West Des Moines Projects

## ***Completed projects in West Des Moines during the 2016-2017 fiscal year:***

- Fiscal year 2016-2017 started with more than 2,000 dwelling units being approved for construction or under construction in the City.
- Microsoft permitted three more phases of its Alluvion data center, valued at \$851 million and encompassing more than 854,000 sq. ft. at SE Soteria Avenue and SE Pine Avenue.
- Hyatt Place at Jordan Creek Crossing I and Holiday Inn Express in the Jordan West development add 222 additional hotel rooms to the City's inventory.
- Des Moines Plastic Surgery and Spa constructed a 24,177 sq. ft. office building located at Coachlight Drive and South 64th Street.
- Biolife Plasma Services constructed a 16,694 sq. ft. building on Village View Drive.
- Home to INTL FCStone and ePATHUSA is the completed Newport Office Building, a 75,000 sq. ft. multi-tenant office building located at Jordan Creek Parkway and Woodland Avenue.
- University of Iowa Community Credit Union opened early in the fiscal year with a 8,400 sq. ft. financial building at EP True Parkway and Jordan Creek Parkway.
- Global Aviation completed a new 31,000 sq. ft headquarters building at South 78th Street and Cascade Avenue.
- Businessolver completed renovations of their 94,000 sq. ft. building on Ashworth Road and 10th Street.
- Element West Des Moines completed construction of a 110 room hotel on Prairie View Drive and Market Street.
- Sleep Inn constructed a 67 room hotel south of Mills Civic Parkway and west of 51st Street.



Element West Des Moines



Businessolver

## ***Projects in West Des Moines during the 2017-2018 fiscal year:***

- The Foundry, which was once a railroad car repair barn, will be repurposed to feature a distillery, beer hall, and commissary kitchen for local food truck operators at S. 11th Street and Railroad Avenue. The building is approximately 26,000 sq. ft. and represents nearly a \$5 million investment.
- Microsoft is planning to construct phase four of its Mountain data center, which will be approximately 169,000 sq. ft. and is located at Grand Avenue and S. 88th Street.
- IMT Insurance Company is constructing a new 87,000 sq. ft. headquarters on Mills Civic Parkway and South 77th Street.
- Westfield Office Building, a 180,000 sq. ft. office building located at Jordan Creek Parkway and Ashworth Road, will be home to R&R Realty Group headquarters.
- The City of West Des Moines introduced two redevelopment funding programs for Historic Valley Junction. Ten redevelopment projects have been awarded under the programs. The cumulative capital investment of all projects is more than \$1.7 million.

# Citizens of the Year

The West Des Moines Chamber of Commerce is pleased to announce David Maxwell and Mark Hillenbrand as the 2017 Citizens of the Year. The Chamber is also pleased to announce Collin Nelson as the 2017 Emerging Citizen of the Year.

## 2017 Citizens of the Year



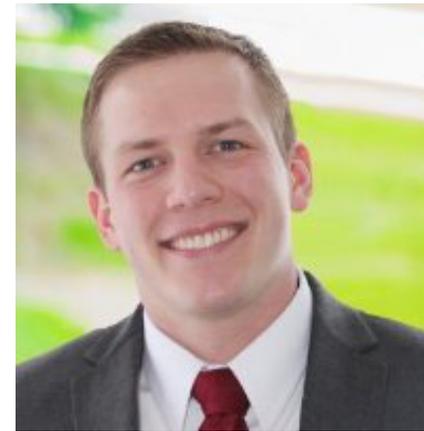
*David Maxwell*



*Mark Hillenbrand*

David Maxwell serves as Associate Principal at Valley High School, and Mark Hillenbrand is a Clinical Social Worker in private practice. Maxwell and Hillenbrand were selected for the honor based on their work with students and community members in the design and facilitation of West Des Moines equity, diversity, and multicultural discussions.

## 2017 Emerging Citizen of the Year



*Collin Nelson*

Collin Nelson is a young professional employed at NAI Optimum and is an active member of the West Des Moines Chamber Accelerate Advisory Committee, Downtown Des Moines Chamber of Commerce, Emerging Leaders Collaborative, and the Iowa Commercial Real Estate Association.

# *Business Community*



## **Business Community**

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# Business Recognitions

West Des Moines is proud of its business community which maintains a strong presence in the metro as demonstrated by the many recognitions firms have received from local, regional, and national organizations.

Following are some highlights from the 2016-2017 fiscal year:



ICON Labs was named “**one of the world’s 20 fastest-growing internet of things company**” by *Insights Magazine*.



HCI Care Services received one of the United Way of Central Iowa’s “**Advocate Awards**.”



Midwest Heritage Bank received the “**Best of Iowa**” award from the Iowa Bankers Association for excellence in bank marketing for its “Midwest Heritage Holiday Giving” campaign.



Farm Bureau Property & Casualty Insurance Company was named to the “**2017 Property Casualty Ward’s 50 Companies**.”

# Business Recognitions

West Bank was ranked by *Bank Director* magazine as “**No. 9 in the country for asset size.**” West Bank was one of only two banks in Iowa to achieve a ranking in the top ten.



Athene USA received the United Way of Central Iowa “**Spirit of Central Iowa Award.**”



Wright Service Corporation was selected by the ESOP Association as its 2017 “**Communications Excellence**” award winner in the video category.



Hubbell Apartment Living received a Pinnacle of Excellence award for “**Best Management Company of the Year**” from the Greater Iowa Apartment Association.



# Executive Call Program

As a part of the City of West Des Moines Executive Call Program, 64 local businesses were interviewed during the 2016 calendar year to give their opinions on City services and to gain input on trends in their industry.

Staff from the City of West Des Moines Community and Economic Development Department, as well as representatives from the Greater Des Moines Partnership and the West Des Moines Chamber of Commerce, conducted the Executive Call interviews.

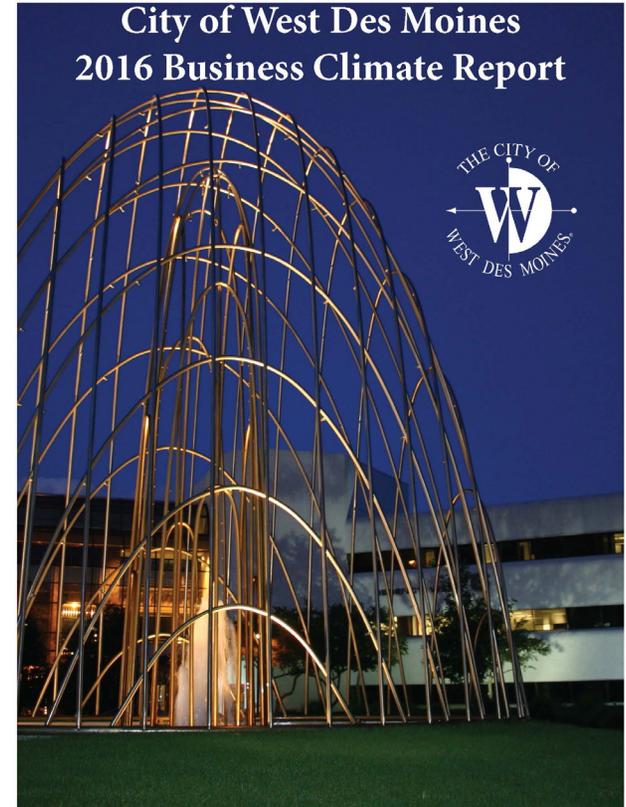
Discussions during the interviews consisted of workforce traits, job training programs, and potential expansion plans among other topics. The information gathered from these conversations allowed the City to gain a better understanding of local firms' needs in order to better serve the business community.

The Existing Industry Report provides aggregate information about the responses gathered from all of the interviews conducted, ensuring the confidentiality of individual information. The report can be found on the City's website at:

*<http://www.wdm.iowa.gov/government/community-economic-development/business-development/existing-businesses/executive-call-program>*

A gracious thank you is extended to all of the businesses that participated in the 2016 Executive Call Program.

If your business would like to participate in the Executive Call Program in the future, please contact the City of West Des Moines Community and Economic Development Department at 515-273-0770.



# Executive Call Program

*The City of West Des Moines would like to thank the following businesses for participating in the 2016 Executive Call Program. The information gathered from their interviews is a crucial part of the City's efforts to create local employment and maintain and expand its tax base.*

ADP	Events Center West	Liability Pro
Advanced Technologies Inc.	Exelon Wind	Link Associates
Alexander Open Systems	Farmers Mutual Hail Insurance Company	Marketing Kinetics
All-State Industries	FBL Financial	Mass Mutual Financial Group
Amanda the Panda	Forterra Pipe & Precut	Microsoft Corporation
American Equity Investment Life Holding Co.	Garland & Associates	Mid-America Group
Amerigroup Iowa, Inc.	General Dynamics Information Technology	New York Life
Bartlett & West	Glen Oaks Country Club	Nguyen Information Consulting
Bing Bang	Heartland Co-op	Palmer Group
Black Iops	Homesteaders Life Company	Primerica
Blue Compass Interactive	Huber, Book, Lanz, & McConkey, P.L.L.C.	Private Asset Advisory Group
Boys & Girls Clubs of Central Iowa	Hy-Vee, Inc.	River Glen Private Capital
Briggs Healthcare	Iowa Student Loan	RockWay Wealth Partners
Brooks Lodden, P.C.	ITA Group	Securitas Security Services USA
BSB Design	JE Dunn Construction	Shift Interactive
CBRE   Hubbell Commercial	KCL Engineering	Spotlight Innovation
China Iowa Group	Keffer/Overton Architects	State Public Policy Group, Inc.
Chow's Gymnastics & Dance Institute	Kforce Technology	Statistics & Control, Inc.
Coldwell Banker	Kidder Benefits Consultants, Inc.	Surgery Center of Des Moines -- West
Conference Event Management	Krist Insurance Services	Vemtowa, LLC
Cooper, Crawford & Associates LLC	LendTrade Inc.	West Des Moines Business Incubator
EquiTrust Life Company		

# Demographics

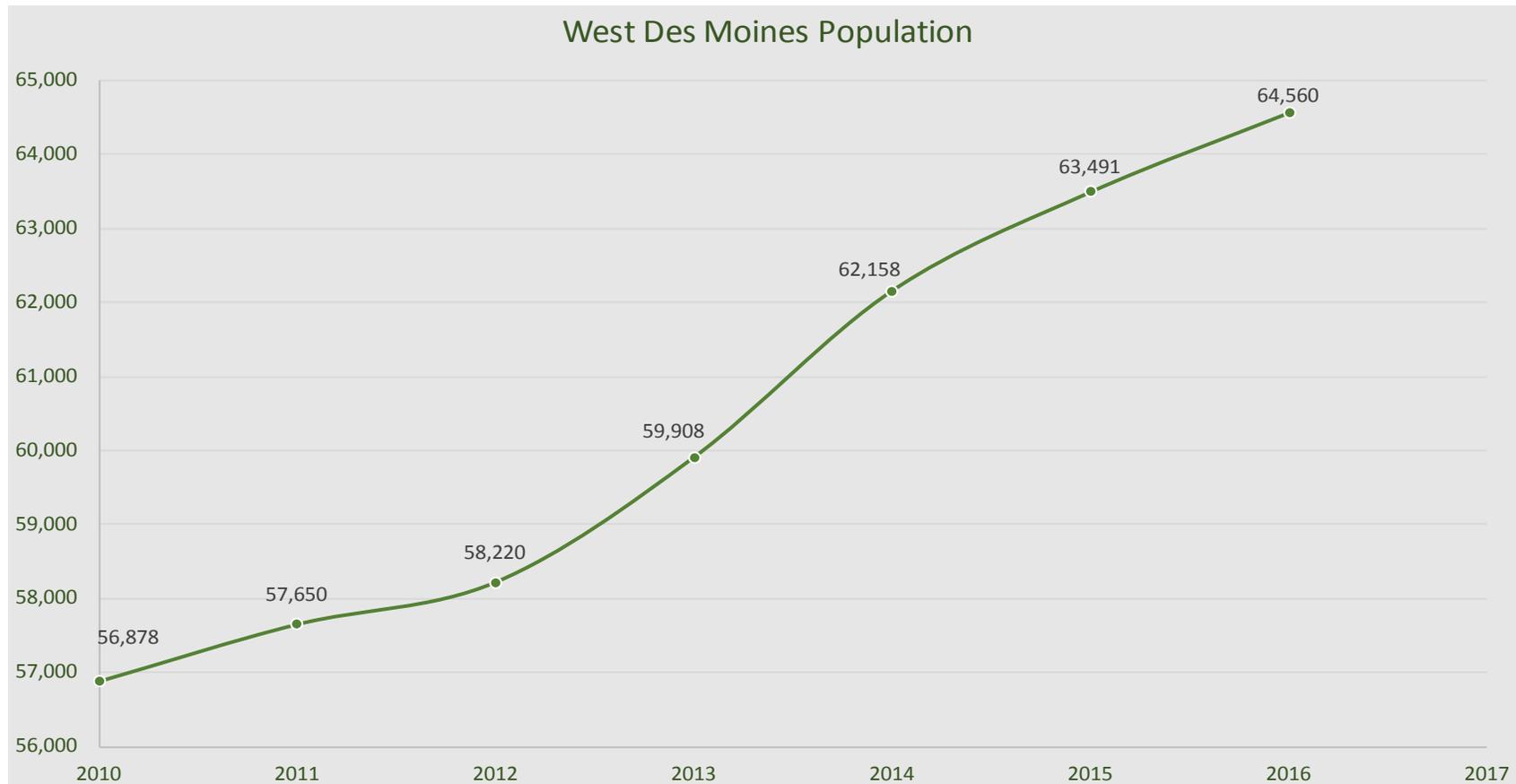


## Demographics

<i>Population</i>	12
<i>Workforce</i>	15
<i>Income</i>	19
<i>Education</i>	20
<i>Housing</i>	21

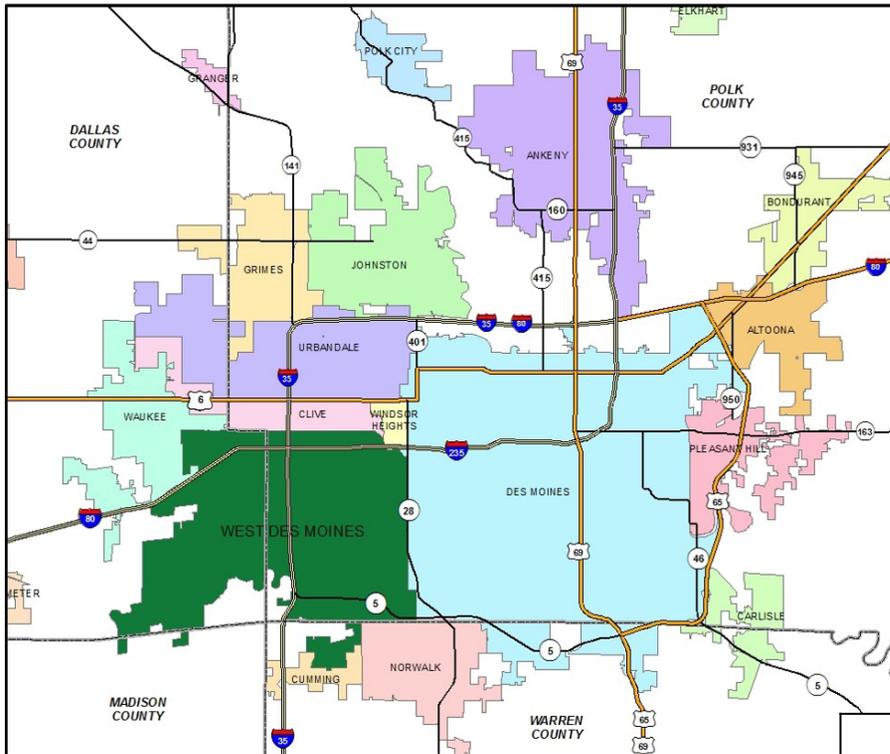
# Population

The population of the City of West Des Moines was 64,560<sup>1</sup>, as of July 1, 2016. As presented in the graph, the City's population continues to grow at a steady pace, a projection that is expected to continue in the coming years.



1. United States Census Bureau, American FactFinder. "Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016."

# Daytime Population



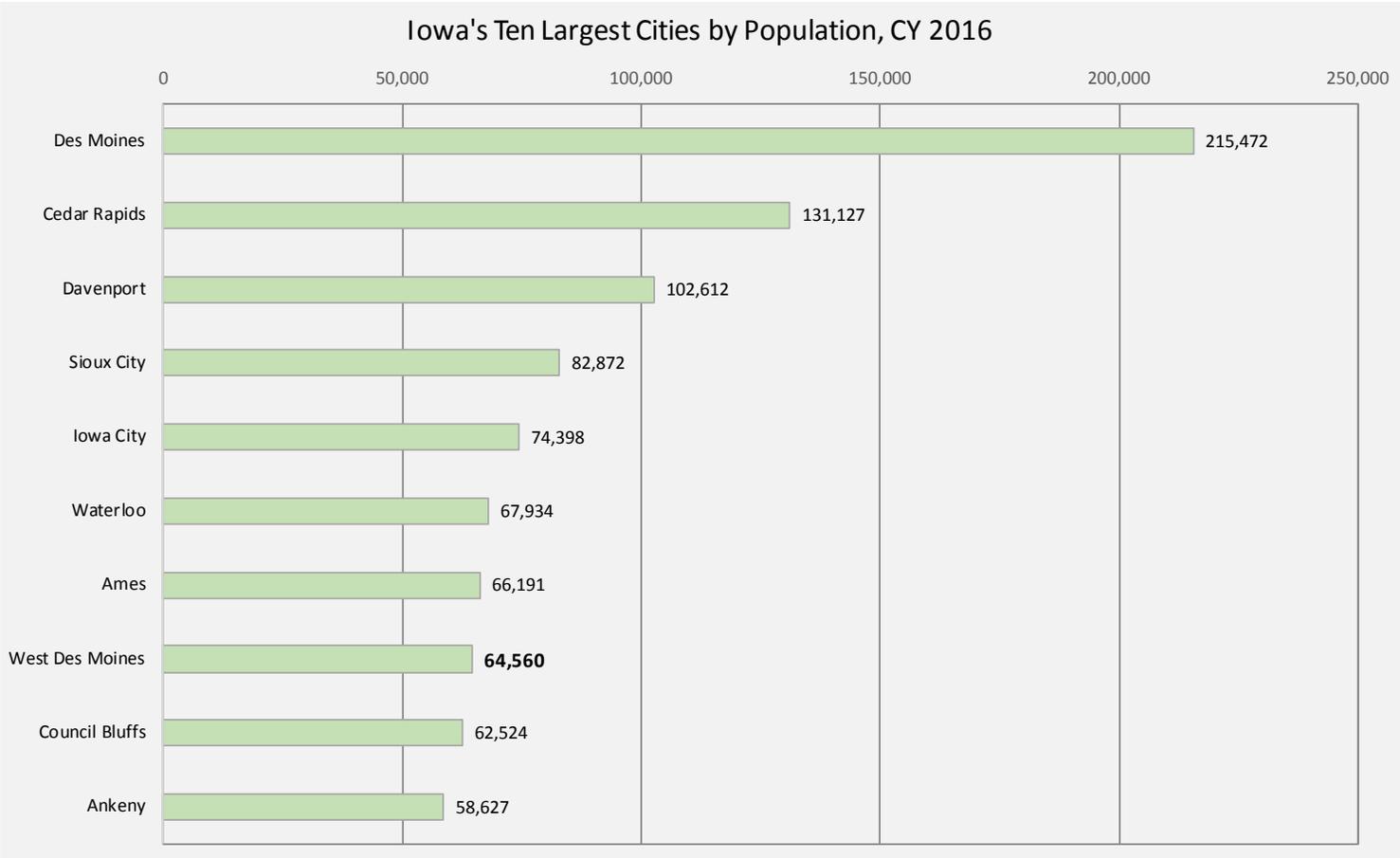
## West Des Moines Daytime Population

Non-Resident Employees	50,485
Residents Staying in West Des Moines	36,734
Visitors & Non-Resident Shoppers	34,375
Non-Resident Students	5,018
<b>Total Daytime Population</b>	<b>126,612</b>

Source:  
United States Census Bureau, QuickFacts. "Population Estimates, July 1, 2016,"  
and Jordan Creek Town Center.

# Iowa's Top 10 Cities by Population

Based on the 2016 Census estimates, West Des Moines currently stands as the 8th largest city in Iowa. Although most of the cities on this list have seen growth since the 2015 Census estimates, Waterloo, Council Bluffs, and Dubuque have seen a slight decline.



Source: United States Census Bureau, American FactFinder. "Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016."

# Major Employers



Wells Fargo



Methodist West Hospital

2016 Major Employers in West Des Moines	
Employer	Number of Employees
Wells Fargo	10,612
West Des Moines School District	1,187
Hy-Vee Inc.	1,121
FBL Financial Group Inc.	1,024
Athene USA Corporation	911
Sammons Financial Group	510
American Equity Investment Life Holding Company	510
The Iowa Clinic	505
GuideOne Insurance	475
ITA Group Inc.	475
Mediacom	439
Businessolver, Inc.	416
Amerigroup Iowa Inc.	400
UTC Aerospace Systems	372
Methodist West Hospital	368
Metropolitan Life Insurance Company	346
Windsor Windows & Doors	340
ADP National Service Center	300



The Iowa Clinic



GuideOne Insurance

Source: City of West Des Moines, Community & Economic Development Department.

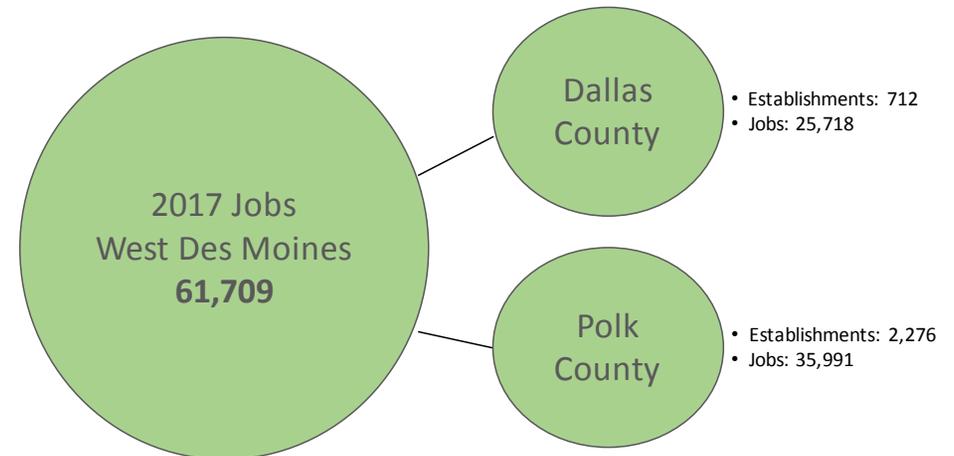
# Number of Jobs

## Number of Establishments & Jobs in West Des Moines

Year	Establishments	Jobs
2002	1,897	39,099
2003	2,180	42,492
2004	2,324	44,613
2005	2,405	45,724
2006	2,491	47,665
2007	2,512	50,979
2008	2,514	51,481
2009	2,521	52,117
2010	2,589	52,580
2011	2,563	55,494
2012	2,668	58,477
2013	2,785	58,857
2014	3,370	61,137
2015	2,828	61,689
2016	2,857	61,284
2017*	2,988*	61,709*

The number of establishments indicates the number of businesses located in the West Des Moines corporate limits. The number of jobs are those reported by the businesses in West Des Moines.

As presented in the table, 2017 has continued the positive trend of slightly increasing the number of jobs from the previous year. While the number of establishments in West Des Moines was at its highest in 2014, it should be noted that 2017 recorded the second highest number of establishments since recording this particular data.



\*1st quarter of 2017.

Source: Iowa Workforce Development.

## West Des Moines, Clive, and Waukee Workforce by Industry

Iowa Workforce Development conducts a bi-annual laborshed analysis for the West Des Moines, Clive, and Waukee area. A laborshed is the region from which an employment center draws its commuting workers. The most current laborshed was released in November 2016 and is based on information provided by the U.S. Census Bureau, Bureau of Labor Statistics, and Iowa Workforce Development.

Finance, Insurance, and Real Estate industries are consistently the significant industries in the West Des Moines and Metro workforce.

Industry	Percent of Workforce
Finance, Insurance & Real Estate	19.30%
Wholesale & Retail Trade	13.60%
Education	12.80%
Healthcare & Social Services	12.10%
Professional Services	8.90%
Public Administration & Government	8.00%
Transportation, Communication & Utilities	7.40%
Manufacturing	6.90%
Personal Services	4.50%
Construction	3.50%
Agriculture, Forestry & Mining	2.20%
Entertainment & Recreation	0.80%

Median Wages		
Industry	Salary (per year)	Non-Salary Wages (per hour)
Agriculture	**	**
Construction	**	\$20.00
Education	\$60,000	\$13.80
Entertainment & Recreation	**	**
Finance, Insurance & Real Estate	\$83,025	\$20.00
Healthcare & Social Services	\$60,000	\$16.63
Manufacturing	\$60,000	\$16.50
Personal Services	\$56,000	\$12.00
Professional Services	\$65,000	\$15.50
Public Administration & Government	\$82,000	\$33.81
Transportation, Communication & Utilities	\$68,500	\$16.88
Wholesale & Retail Trade	\$50,000	\$12.00

\*\*Insufficient survey data/refused

Sources:

United States Census Bureau, QuickFacts. "West Des Moines city, Iowa."

Iowa Workforce Development, Labor Market Information Division. "2016 Laborshed Analysis, A Study of Workforce Characteristics: West Des Moines, Clive and Waukee."

West Des Moines is home to a highly educated population. As of 2016, 57% of the West Des Moines population 25 years and older has a bachelor's degree or higher, compared to the national average of 31%.

Education of West Des Moines, Clive & Waukee Workforce By Industry			
Industry	Some Level Beyond High School	Associate Degree	Undergraduate or Higher
Agriculture, Forestry & Mining	90.90%	18.20%	63.60%
Construction	65.40%	15.40%	19.20%
Education	96.20%	11.30%	78.80%
Entertainment & Recreation	**	**	**
Finance, Insurance & Real Estate	88.90%	7.10%	67.70%
Healthcare & Social Services	87.50%	21.90%	46.90%
Manufacturing	69.00%	16.70%	26.10%
Personal Services	93.10%	17.20%	44.80%
Professional Services	86.30%	17.60%	51.00%
Public Administration & Government	95.10%	7.30%	85.40%
Transportation, Communication, & Utilities	78.30%	13.00%	34.80%
Wholesale & Retail Trade	72.00%	14.60%	26.90%

\*\*Insufficient survey data/refused

Source:

Iowa Workforce Development, Labor Market Information Division. "2016 Laborshed Analysis, A Study of Workforce Characteristics: West Des Moines, Clive and Waukee."

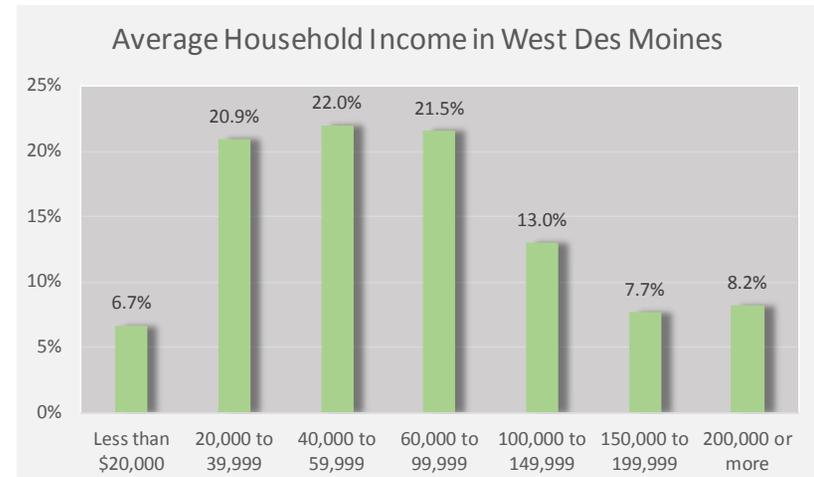
# Median Household Income

West Des Moines' median household income checks in at \$60,690, slightly higher than both the state and national median household incomes. It should also be noted that a larger percentage of the West Des Moines population falls into the higher income brackets than both the state and national populations.

Median Household Income		
West Des Moines	Iowa	United States
\$60,690	\$56,247	\$57,617

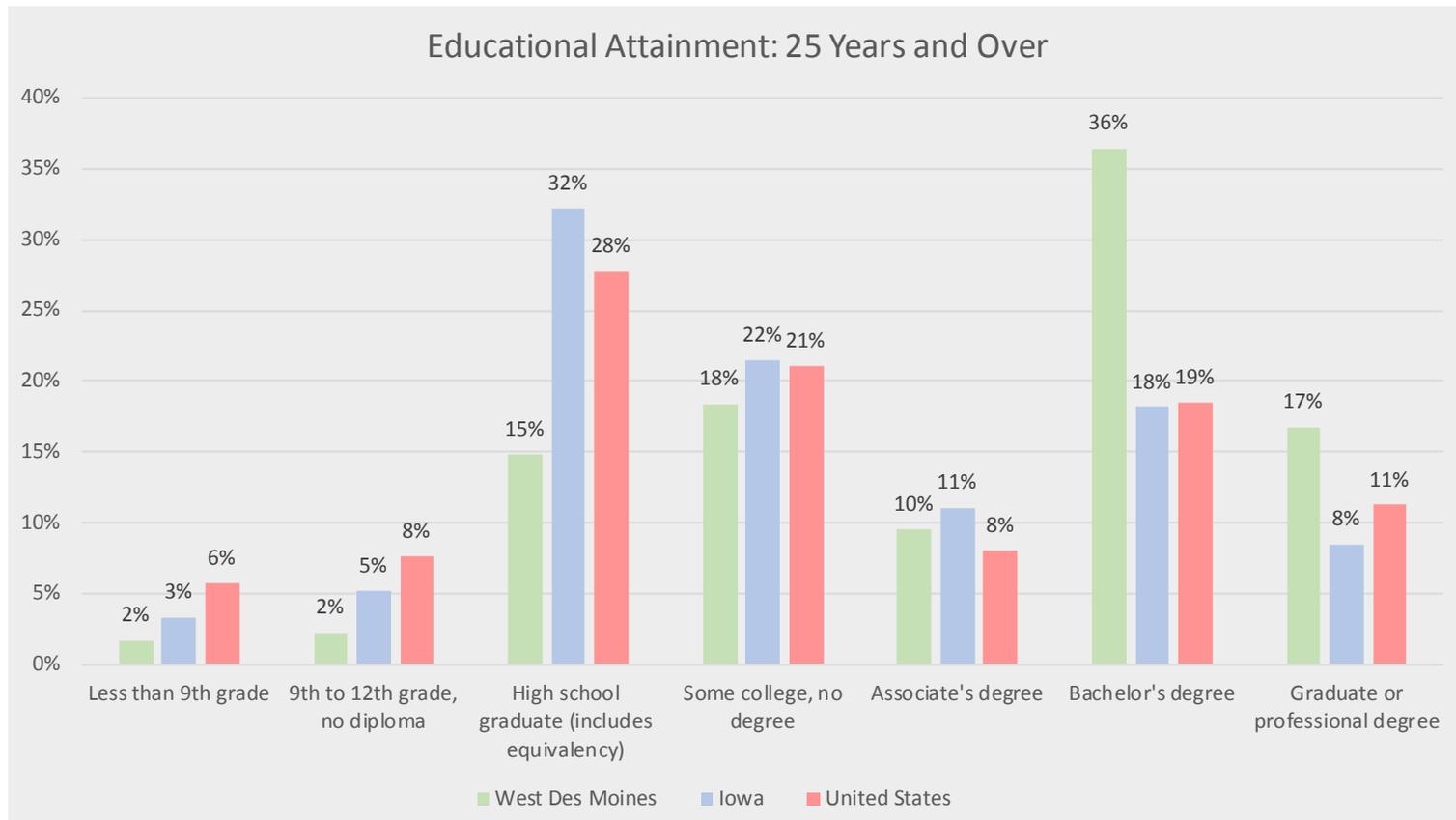
The highest percentage of households fall into the \$40,000-\$59,999 bracket in West Des Moines.

Comparison of Households by Income Bracket			
	West Des Moines	Iowa	United States
Less than \$20,000	6.7%	14.9%	16.2%
\$20,000 to \$39,999	20.9%	20.0%	19.0%
\$40,000 to \$59,999	22.0%	18.0%	16.3%
\$60,000 to \$99,999	21.5%	24.8%	22.3%
\$100,000 to \$149,999	13.0%	13.9%	14.0%
\$150,000 to \$199,999	7.7%	4.5%	5.8%
\$200,000 or more	8.2%	3.9%	6.4%



Source:  
 United States Census Bureau, Household Income in the Past 12 Months (in 2016 Inflation-Adjusted Dollars), 2016 American Community Survey 1-Year Supplemental Estimates with a Population Threshold of 20,000 or More.  
 United States Census Bureau, Median Household Income in the Past 12 Months (in 2016 Inflation-Adjusted Dollars), 2016 American Community Survey 1-Year Supplemental Estimates with a Population Threshold of 20,000 or More.

# Educational Attainment



West Des Moines' population is highly educated: 35% of the West Des Moines population 25 years and older holds a bachelor's degree, a number that nearly doubles both the national and state averages. Overall, 57% of West Des Moines residents 25 years and over have a bachelor's degree or higher.

Source: United States Census Bureau, Educational Attainment for the Population 25 Years and Older, 2016 American Community Survey 1-Year Estimates.

# Apartment Vacancy Rates

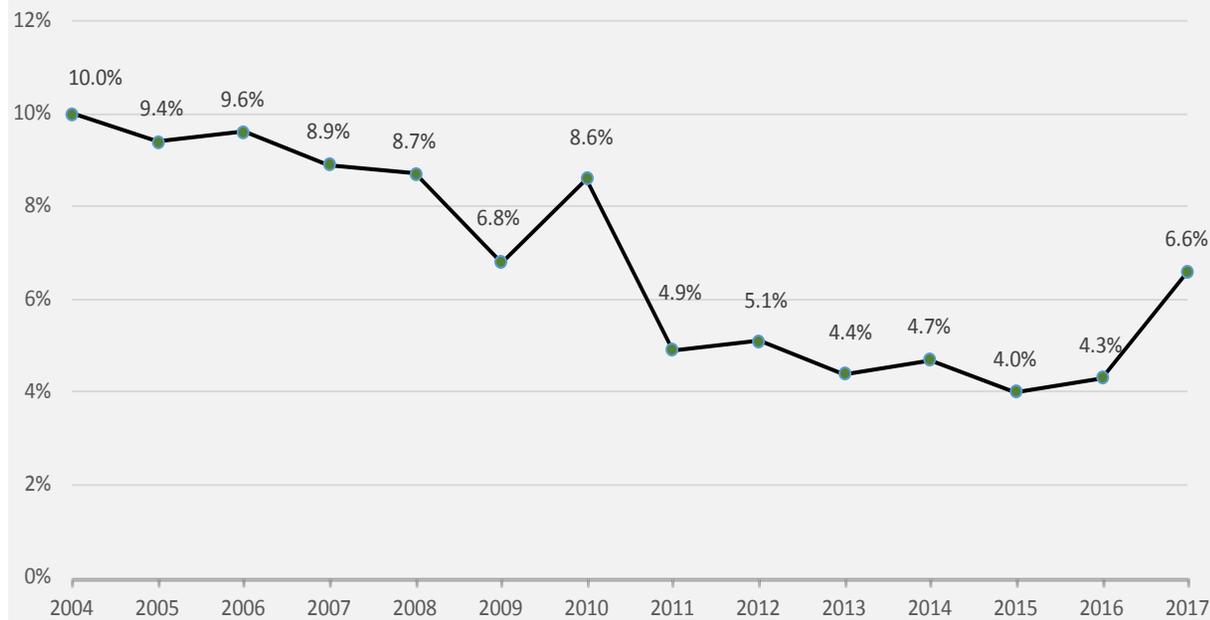


The normally low vacancy rate in the Western Suburbs spiked to a seven-year high of 6.6% in 2017. In addition to multiple factors, the increase in the vacancy rate in the Western Suburbs could partially be attributed to an increase in apartment developments in other parts of the Metro. In particular, downtown Des Moines has seen an increase in apartment development in the past few years. This increase in the vacancy rate could also be attributed to an increase of new units becoming available in West Des Moines due to the significant rate of development of apartment complexes in the past year.

Only time will tell if the spike in the vacancy rate in the Western Suburbs is a trend or just an anomaly.

Source: CBRE|Hubbell Commercial, Des Moines Metro Real Estate Apartment Survey 2017.

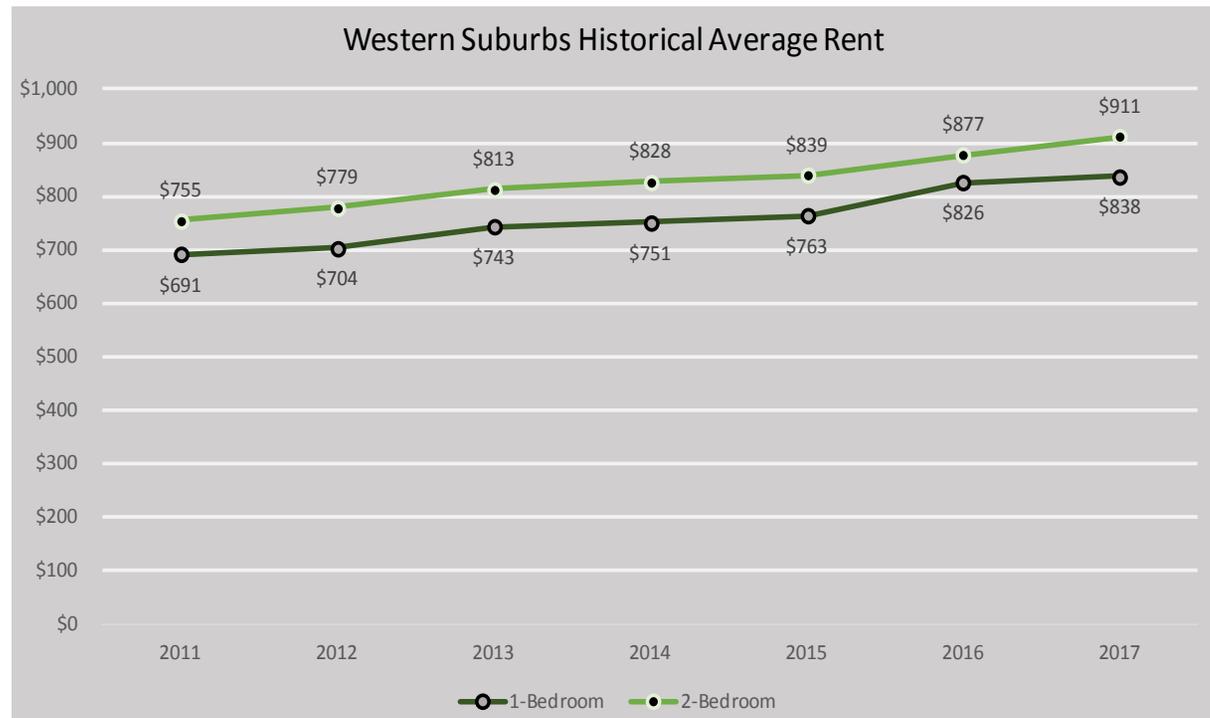
### Western Suburbs Apartment Vacancy Rates



# Rental Housing Costs

## Average Rental Rate by Unit Type

Unit Type	Monthly Rent
Efficiency	\$798
1-Bedroom	\$838
2-Bedroom	\$911
3-Bedroom	\$1,182



Despite the spike in the vacancy rate for 2017, the average rent of apartments in the Western Suburbs has increased from the previous year. As presented, 2015-2016 saw the biggest jump in rents in recent years for 1-bedroom apartments, followed by a relatively small increase from 2016-2017. If the trend continues, it will be interesting to see the effect of rental housing vacancy rates in the Western Suburbs.

Source: CBRE|Hubbell Commercial, Des Moines Metro Real Estate Apartment Survey 2017.

# Housing Occupancy

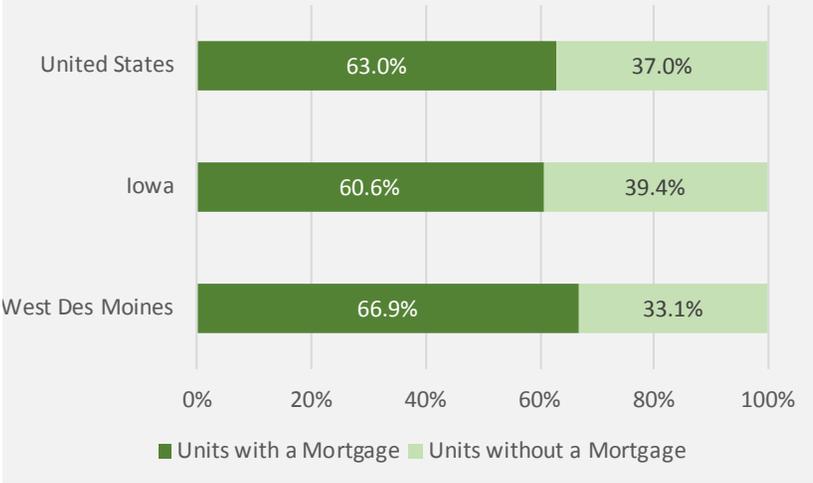
## Housing Occupancy by Region

	West Des Moines	Iowa	United States
Owner-Occupied	63.6%	73.4%	64.7%
Renter-Occupied	36.4%	26.6%	35.3%

The majority of housing in West Des Moines is owner-occupied. Although the percentage of renter-occupied housing is higher than both the state and national averages, it has remained steady for the past two fiscal years.



## Mortgage Status by Region



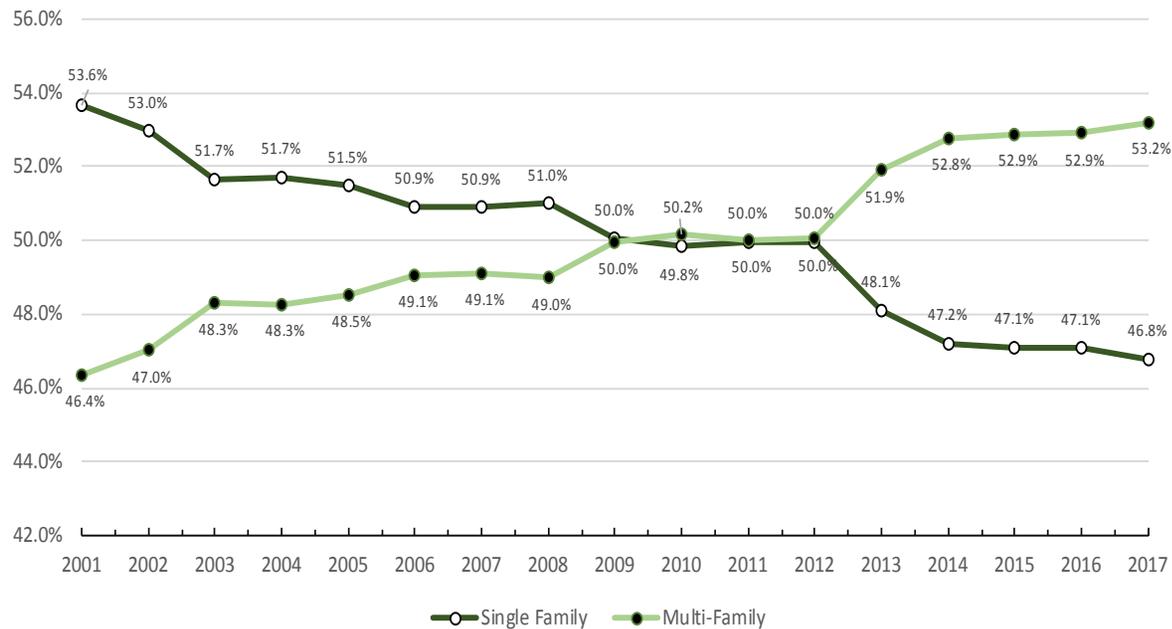
Sources:  
 United States Census Bureau, Owner-Occupied Housing Units, 2016 American Community Survey 1-Year Estimates.  
 United States Census Bureau, Total Population in Occupied Housing Units By Tenure, 2016 American Community Survey 1-Year Estimates.

# Housing Units

As of June 1, 2017, West Des Moines had 14,162 single family dwelling units and 16,107 multi-family dwelling units. Multi-family units consist of apartments, condos, and townhomes. As the chart below indicates, multi-family units surpassed single family units in 2012 with the gap widening between the two ever since. As West Des Moines continues to see the younger segment of the population grow, as well as the increasing number of empty nesters, the demand for multi-family housing is predicted to increase as well.

West Des Moines Housing Units		
Year	Single Family	Multi-Family
2014	13,702	15,319
2015	13,822	15,519
2016	13,975	15,700
2017*	14,162	16,107

West Des Moines Housing by Structure Type



\*As of June 1, 2017.

Source: City of West Des Moines. "Factbook." Community and Economic Development Department.

# Housing Sales

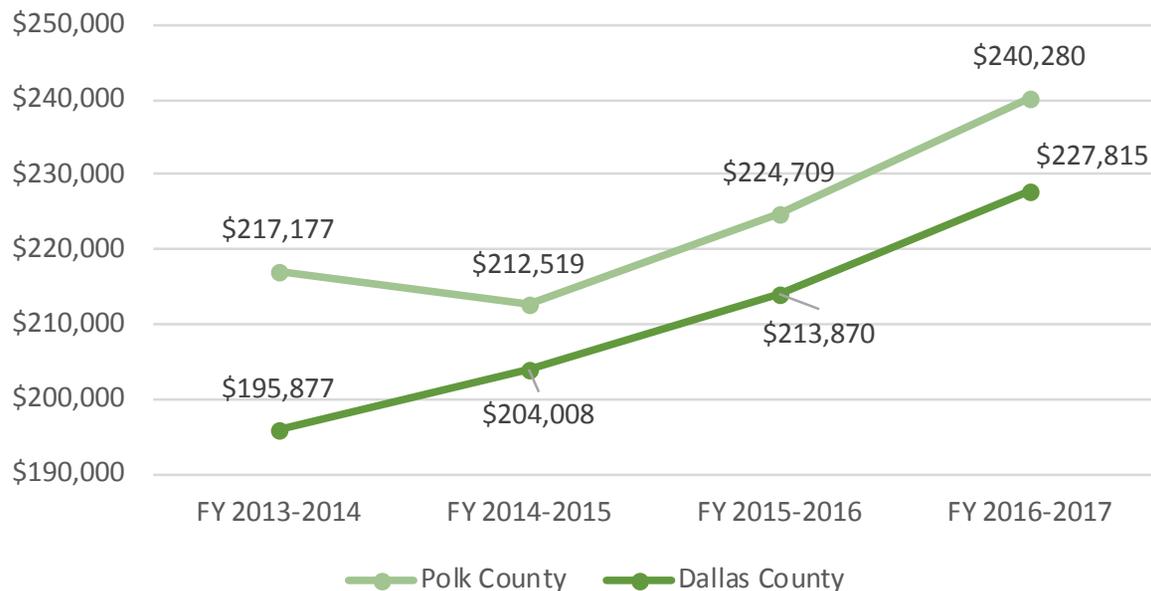
## West Des Moines Housing Sales by County, FY 2016 - 2017

	Polk County	Dallas County
Average Price	\$240,280	\$227,815
Median Price	\$206,200	\$205,000

Since Fiscal Year 2013-2014, the average selling price of a West Des Moines house in Polk and Dallas Counties has been steadily increasing. While the prices are similar, the homes in the Polk County portion of West Des Moines consistently sell for higher prices than those in the Dallas County portion.

In Fiscal Year 2016-2017, 760 units were sold in the Polk County portion of West Des Moines, and in the Dallas County portion, 501 units were sold.

### West Des Moines Average Residential Selling Price



\*Excludes multi-parcel sales.

Sources:  
Dallas County Assessor.  
Polk County Assessor.

# Construction



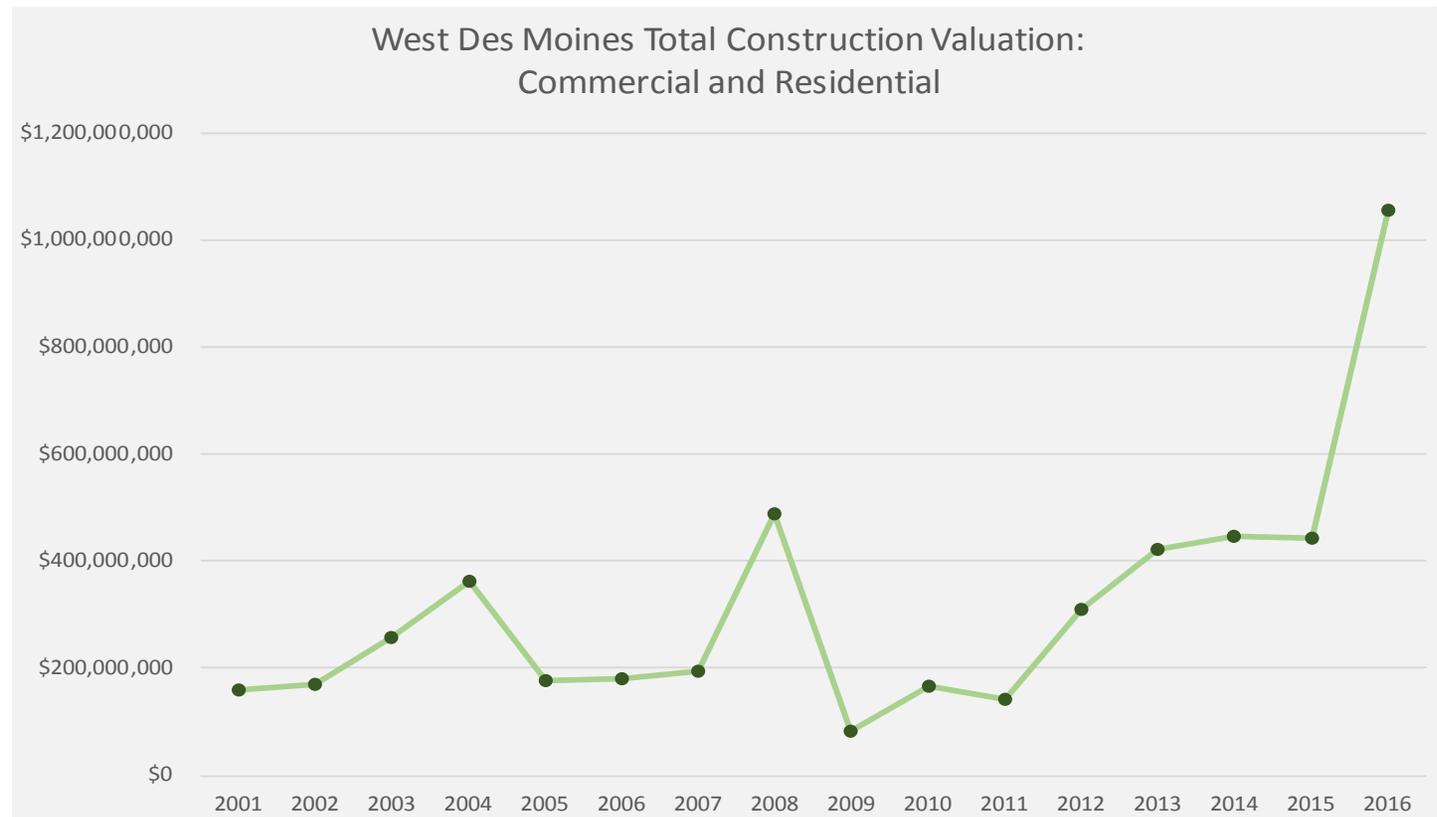
## Construction

<i>Residential</i>	29
<i>Commercial</i>	33

# Construction Valuation

Year	Valuation
2017*	\$127,795,825
2016	\$1,055,647,214
2015	\$444,323,688
2014	\$445,433,825
2013	\$421,746,147
2012	\$310,595,751
2011	\$142,361,135
2010	\$168,206,809
2009	\$82,767,511
2008	\$490,098,655
2007	\$193,234,279
2006	\$179,052,330
2005	\$176,762,250
2004	\$363,813,418
2003	\$255,989,203
2002	\$171,167,853
2001	\$160,202,428

Commercial and residential construction in 2016 broke records for the total amount of valuation in a calendar year. In 2016, the record-breaking construction valuation is attributed to a few large commercial projects such as the Microsoft data centers. Although not expected to reach the valuation recorded in 2016, valuation through June 2017 is nearly \$128,000,000.



\* As of July 1, 2017.

Source: City of West Des Moines, Development Services Department (based upon building permits issued by the Building Division).

# Construction Valuation

Breakdown of West Des Moines Construction Valuation			
	2015	2016	2017*
Residential**	\$125,446,021	\$134,779,788	\$82,063,993
Commercial	\$295,267,554	\$906,220,121	\$42,286,064
Tax Exempt	\$16,442,981	\$8,908,240	\$2,125,478
Miscellaneous***	\$4,589,333	\$2,979,695	\$1,310,289

Commercial construction in 2016 was the most significant factor in the overall valuation in that year. Other categories such as residential, tax exempt, and miscellaneous construction valuation in 2016 are more in line with the previous year. Commercial valuation in 2017 is slower than previous years so far, but that number is expected to rise in the coming months. The 2017 residential, tax exempt, and miscellaneous valuations are on pace to be in line with previous years.



\*As of July 1, 2017.

\*\*Includes Single & Multi-family dwellings.

\*\*\*Includes fences, swimming pools, additions, etc.

Source: City of West Des Moines, Development Services Department

# Residential Construction Valuation

When compared to the previous two years, 2017 looks to be on a steady course as it relates to residential construction valuation. Looking closer at the numbers, we can see a surge in the amount of miscellaneous construction. Miscellaneous construction surpassed the previous two year totals by the end of June 2017. Both single family and multi-family construction valuation look to be on pace with previous year totals.

## Residential Construction Valuation by Unit Type

Year	Single Family	Multi-Family	Miscellaneous	Total
2015	\$52,306,121	\$73,139,900	\$4,589,333	\$130,035,354
2016	\$66,927,682	\$67,852,106	\$2,979,695	\$137,759,483
2017*	\$45,814,841	\$30,705,839	\$6,853,602	\$83,374,282
<b>Total</b>	<b>\$1,462,230,710</b>	<b>\$1,275,238,067</b>	<b>\$171,083,528</b>	<b>\$2,908,552,305</b>

## Total Residential Construction Valuation



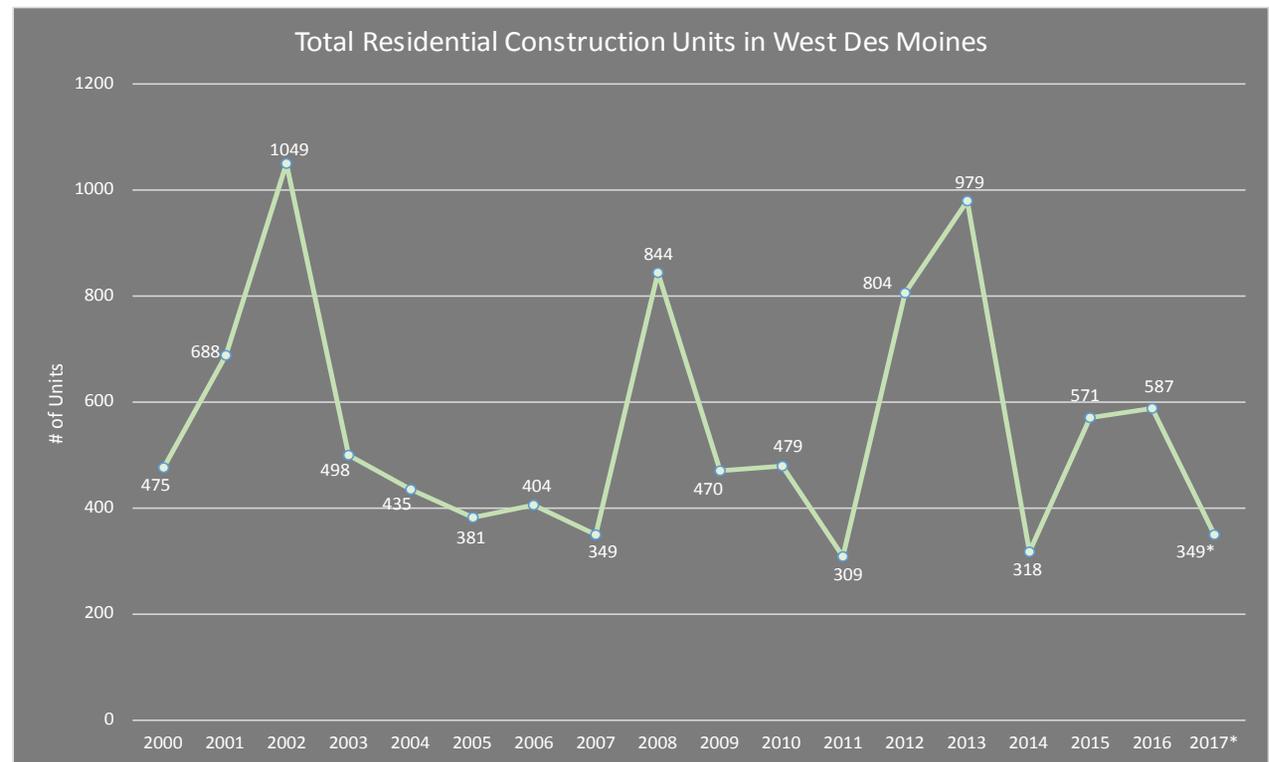
Source: City of West Des Moines, Development Services Department

\*As of July 1, 2017.

# Residential Construction Units

West Des Moines Residential Construction Units by County		
Year	Dallas County	Polk County
2000	210	264
2001	210	466
2002	857	178
2003	317	197
2004	323	112
2005	344	37
2006	353	51
2007	296	53
2008	559	285
2009	445	25
2010	461	18
2011	285	22
2012	769	35
2013	874	87
2014	281	26
2015	542	16
2016	536	37
2017*	335	13
Total	7997	1922

Every year since 2002, Dallas County has outpaced Polk County for the number of residential construction units in West Des Moines, and the gap continues to grow. In 2016, Dallas County saw a total 536 residential units constructed, while Polk County saw the construction of 37 units. The widening gap over the years can be attributed to the amount of land available for development in each county. In Polk County, available land for residential use is at a premium, while Dallas County still has a significant amount of land left for residential units. Recently, West Des Moines has seen residential construction expand to Warren County (2015: 13 units; 2016: 14 units; 2017\*: 1 unit).

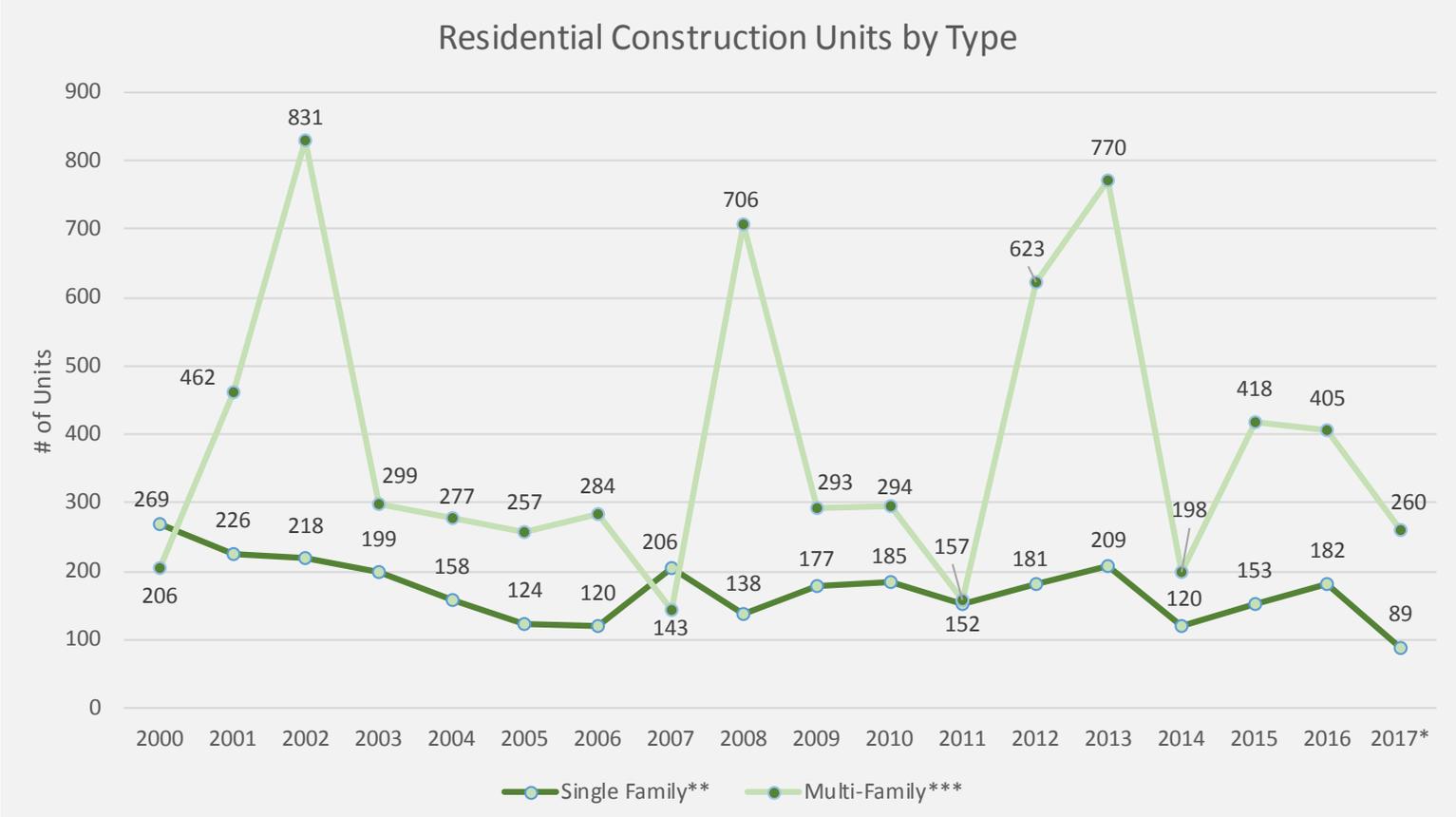


Source: City of West Des Moines, Development Services Department

\*As of July 1, 2017.

# Residential Construction Units

Single family residential units constructed in 2016 totaled 182 while multi-family units totaled 405. In general, the number of single family units built remains steady throughout the years, while the number of multi-family units looks less than constant. As of July 1, 2017, 260 multi-family units have been built, while single family units total 89.



\*As of July 1, 2017.

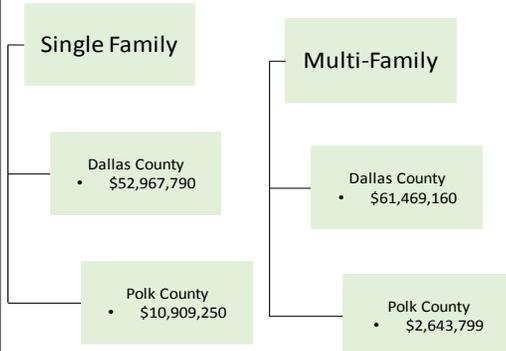
\*\*Single family detached units.

\*\*\*Includes townhouses, condominiums, and apartments.

Source: City of West Des Moines, Development Services Department

# Residential Building Permits

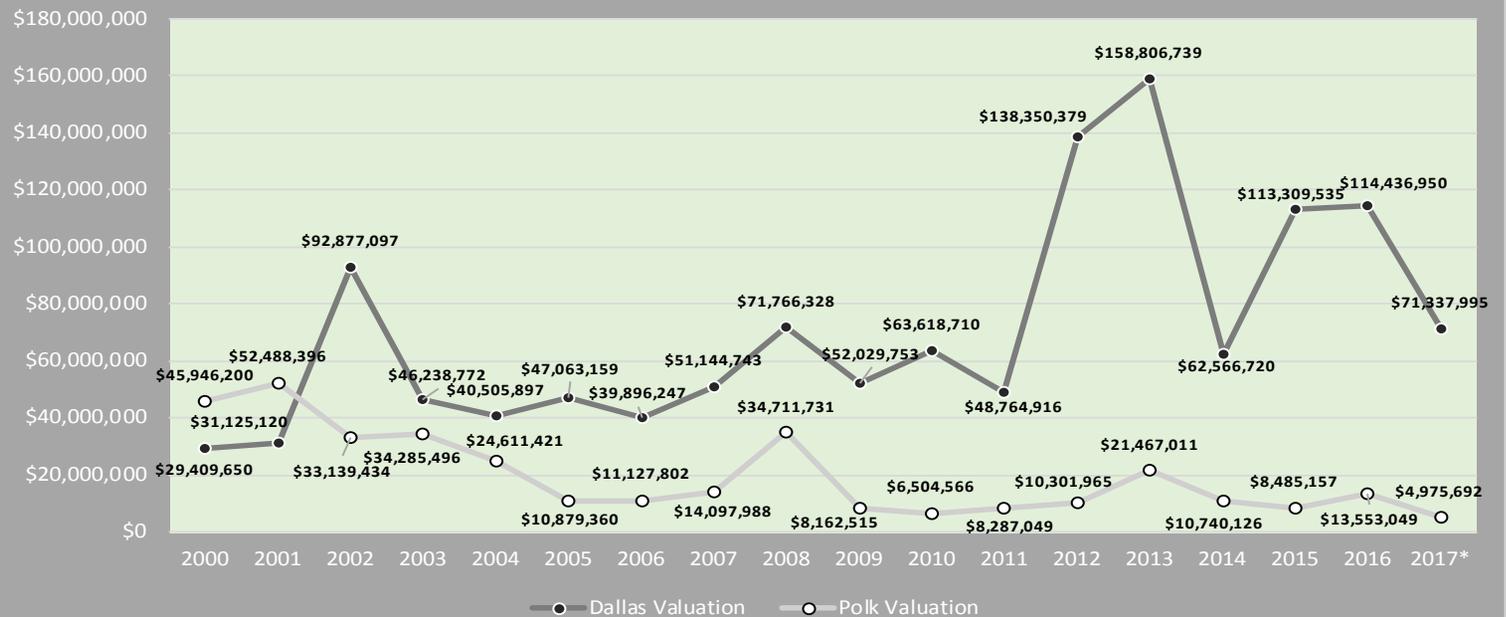
## 2016 West Des Moines Building Permit Valuation by County



According to the chart below, 2016 ended up being another great year for residential building permit valuations in the Dallas County portion of West Des Moines. West Des Moines posted the third highest valuation total since 2000 in Dallas County with a total of \$114,436,950. As of July 1, 2017, the current year has posted \$71,337,995 for valuations of West Des Moines in Dallas County.

West Des Moines has seen a steady decrease in residential construction valuations in Polk County for some time. In 2016, there was a total of \$13,553,049 in residential construction valuation, a strong number relative to previous years. As of July 1, 2017, West Des Moines has \$4,975,692 in residential building permits in Polk County.

### Total West Des Moines Residential Building Permit Valuation



\*As of July 1, 2017.

Source: City of West Des Moines, Development Services Department

# Commercial Construction Valuation



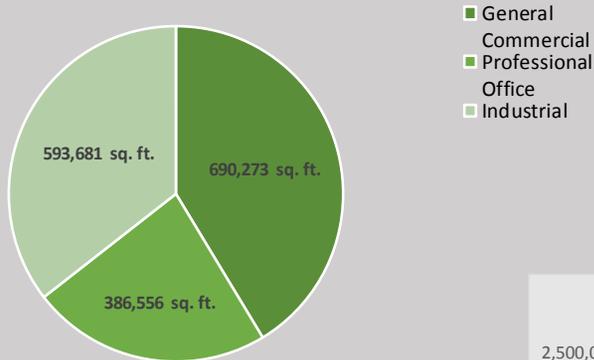
Source: City of West Des Moines, Development Services Department

\*As of July 1, 2017.

Calendar year 2016 was a record-breaking year for commercial construction valuation in West Des Moines, reaching more than \$900 million. This can be attributed to the initiation of construction on the newest Microsoft data center project. Although it seems that 2017 is off to a slow start after a record-breaking year, the City expects to see a stable pace for commercial construction to finish the 2017 calendar year.

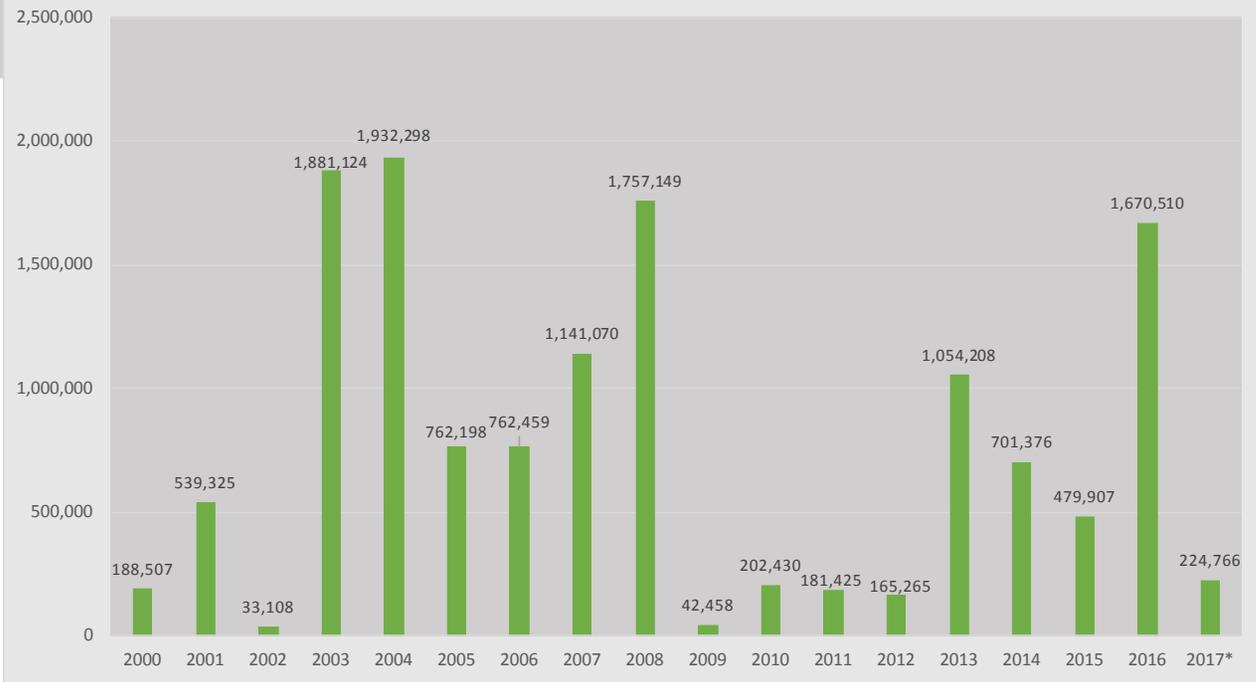
# Commercial & Industrial Construction

2016 Construction Breakdown



The graph below showing the total square feet of construction in West Des Moines includes commercial, industrial, and professional office space projects. The total area constructed in 2015 decreased slightly from 2014. However, 2016 construction drastically increased the inventory of available commercial, industrial and office space in West Des Moines. Most of the construction in 2016 has been general commercial and industrial. Office construction makes up about a quarter of the construction in 2016.

Total Square Feet of Commercial & Industrial Construction in WDM



\*As of July 1, 2017.

Source: City of West Des Moines, Development Services Department.

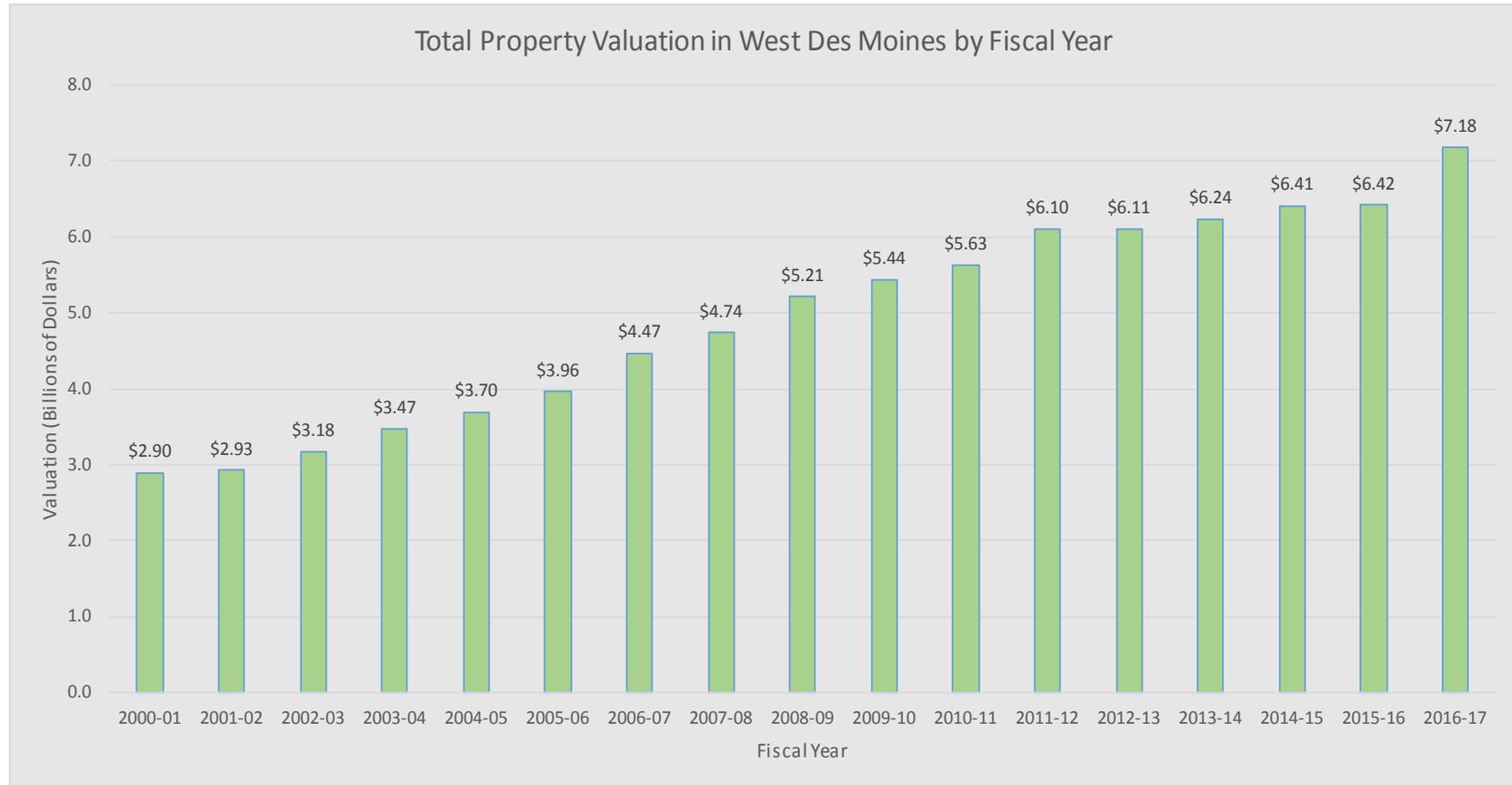
# *Property & Retail*



## **Property & Retail**

<i>Property Taxes &amp; Value</i>	<b>36</b>
<i>Pull Factors</i>	<b>40</b>
<i>Taxable Sales</i>	<b>43</b>

# West Des Moines Property Valuation

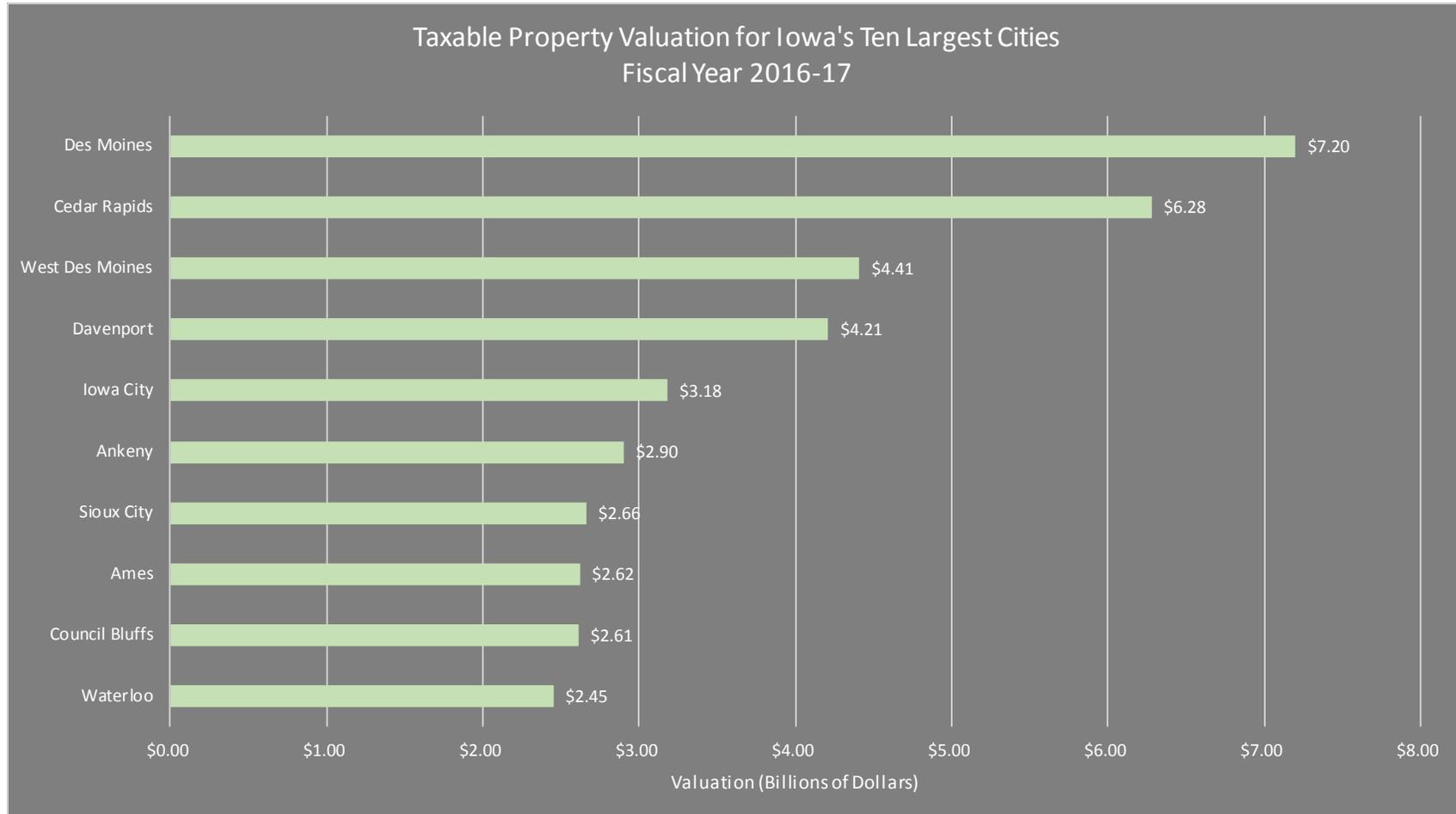


The total property valuation in West Des Moines has been gradually climbing since 2000. Fiscal Year 2016-2017 saw a drastic increase over the previous year to reach a total property valuation of \$7.18 billion, which is a 12% increase over the previous year. The constant increase in total property valuation indicates that West Des Moines continues to grow and enjoy a healthy economy. Please note that the total property valuation includes non-taxable buildings, such as hospitals, government buildings, and schools.

Source: City of West Des Moines, Finance Department.

# Taxable Property Valuation

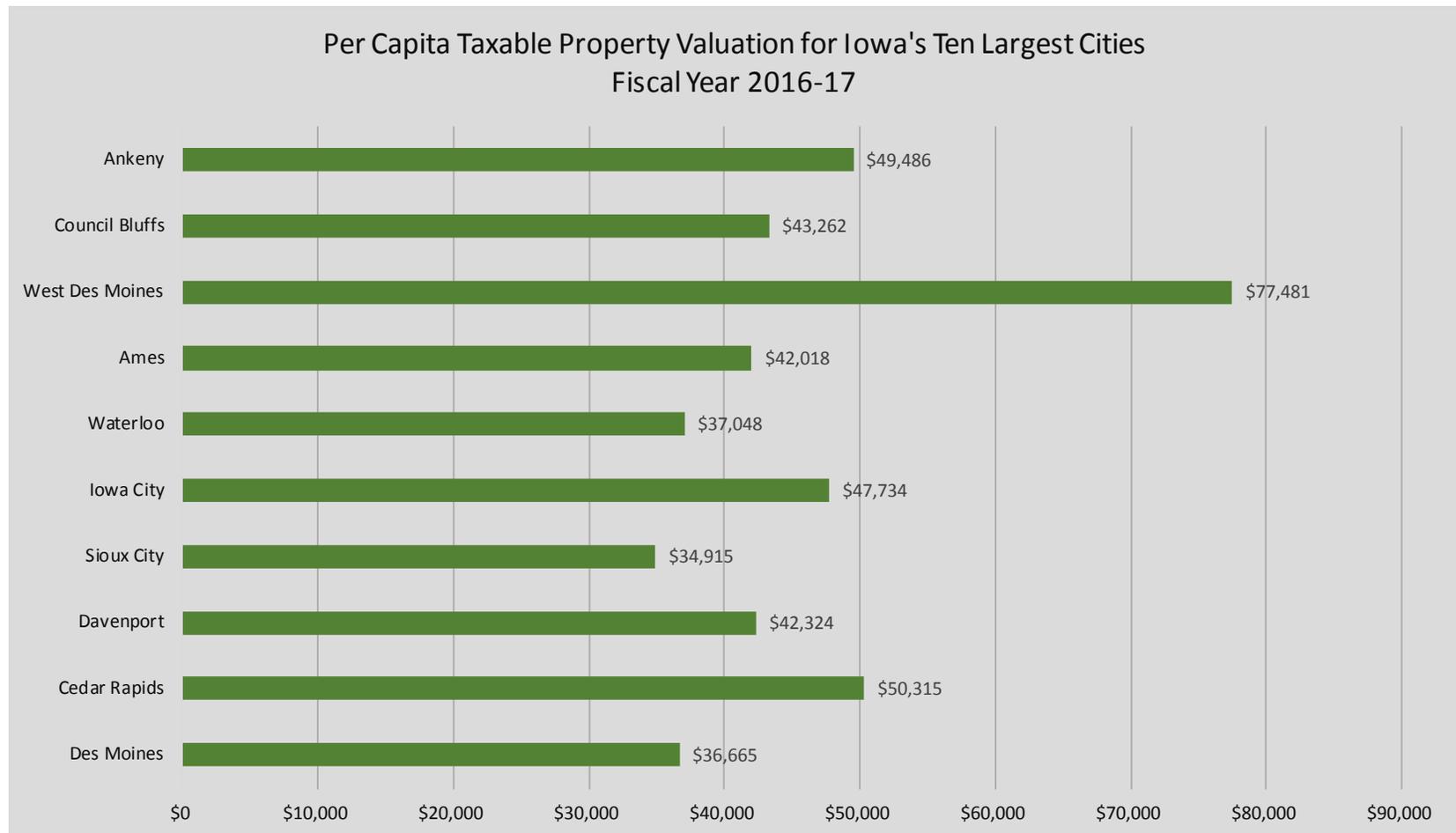
For Fiscal Year 2016-2017, West Des Moines ranked as the city with the third highest property valuation of \$4.41 billion. This strong ranking indicates a vibrant economy in West Des Moines, considering that West Des Moines is the eighth largest city in the state. Only the two largest cities in Iowa, Des Moines and Cedar Rapids, outrank West Des Moines for taxable property valuation.



Source: City of West Des Moines, Finance Department.

# Per Capita Taxable Property Valuation

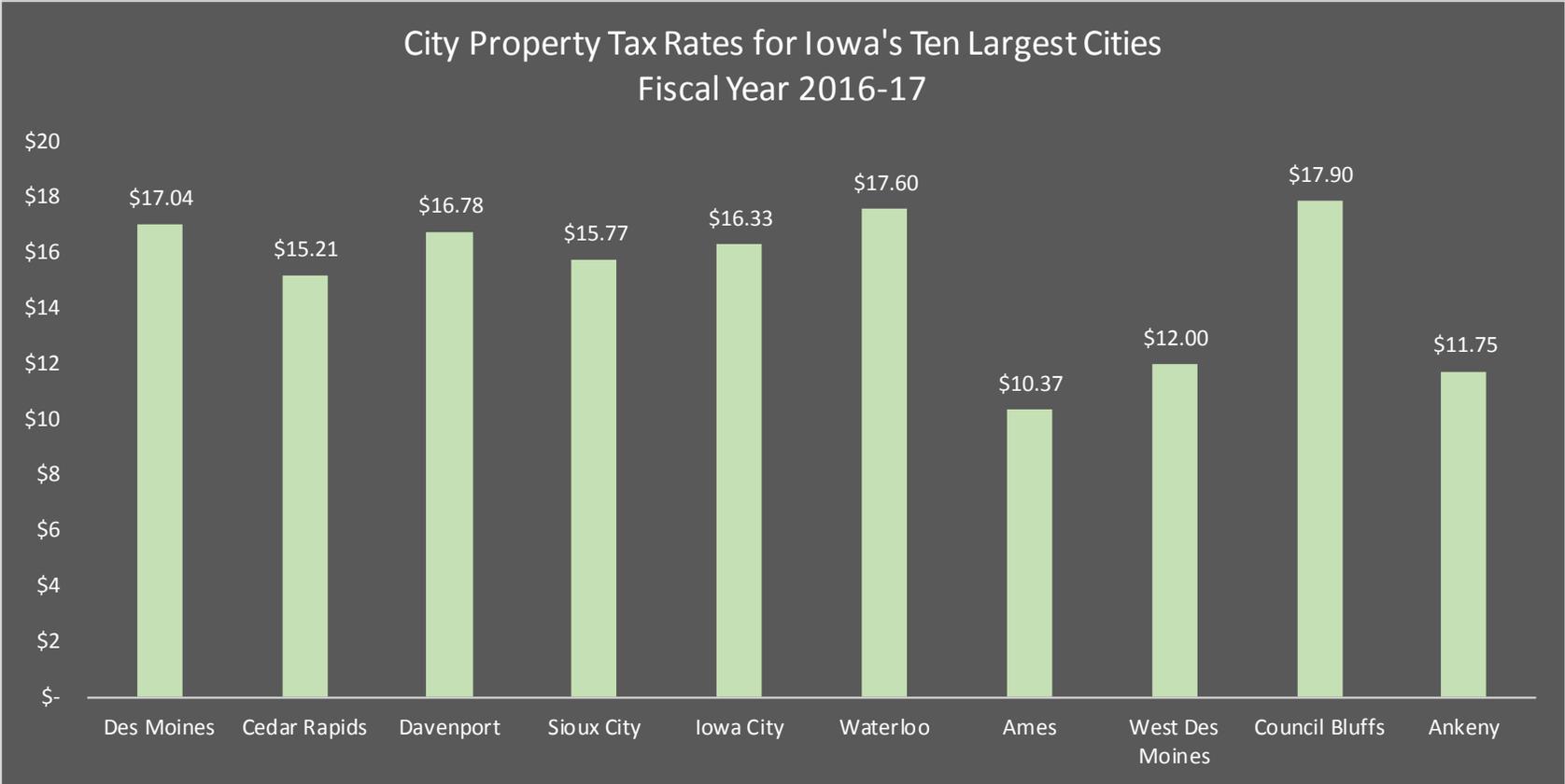
West Des Moines ranks highest for per capita taxable property valuation out of Iowa's ten largest cities. Even though West Des Moines is only the eighth largest city, it greatly exceeds the other cities in terms of property value per capita. West Des Moines property is valued at \$77,481 per capita, which is \$27,166 above Cedar Rapids, the next closest city.



Source: City of West Des Moines, Finance Department.

# City Property Tax Rate

Out of the ten largest cities in Iowa, West Des Moines' property taxes are the third lowest. West Des Moines' property tax rate is only \$12 per \$1,000 of assessed value, \$3 less than Cedar Rapids, which has the fourth lowest rate. Furthermore, West Des Moines property tax rate has remained consistent.



Source: City of West Des Moines, Finance Department.

# Pull Factors

Pull factors provide a measure of retail market data for the City of West Des Moines. Pull factors measure the relative strength of the City's retail business compared to the state of Iowa. A pull factor is the ratio of local taxable retail sales per person to the state taxable retail sales per person. Pull factors offer a solid measure of sales activity because they reflect changes in population, inflation, and the statewide economy. Pull factors are calculated by taking the per capita taxable retail sales of a community and dividing it by the per capita taxable retail sales of the state.

For example: If a city's per capita sales in a given industry were \$20,000 per year, and the state per capita sales were \$10,000 per year, the pull factor would be 2.0 ( $\$20,000/\$10,000$ ). This indicates that the city captured twice as many dollars of goods or services sold in that industry than the state did.

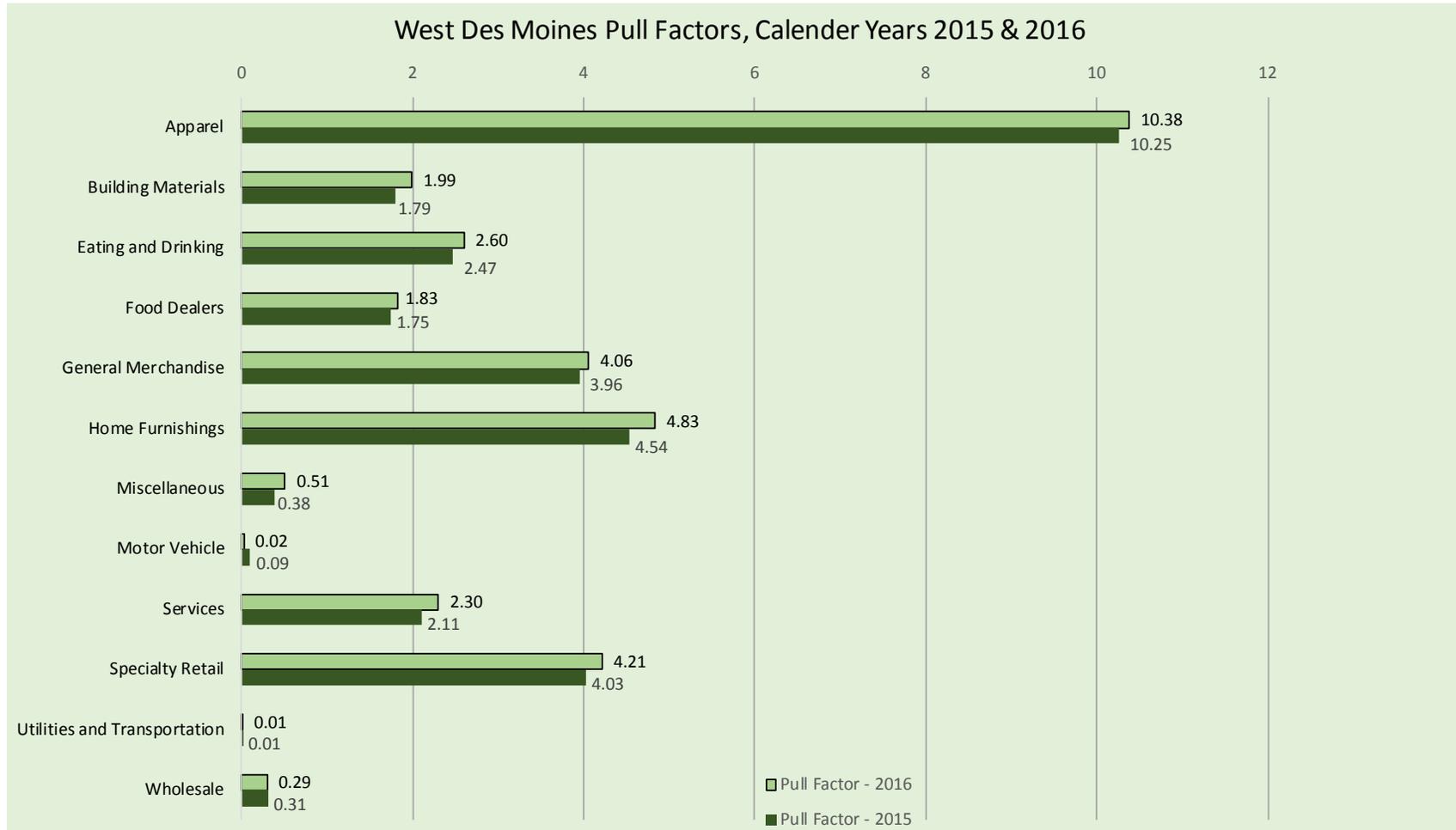
In other words, businesses in the city "pulled in" customers who live outside city borders. This situation demonstrates a favorable balance of trade. A pull factor of 1.0 shows a perfect balance of trade – city residents who shop outside the city are counteracted by nonresident customers. A pull factor of less than 1.0 signals that trade is being lost in the city.



The pull factors on the following pages are not adjusted for purchasing power and are based on the *calendar year*.

Please note that the state of Iowa changed the definition of its business codes/groups, so the pull factors from the 2016-2017 Development Retrospective cannot be compared to past Development Retrospectives.

# Pull Factors



\*The "Services" category includes: Arts & Entertainment, Auto Repair & Related Services, Beauty/Barber Shops, Finance & Insurance, Real Estate & Leasing, Hotels & Other Lodging, Laundry & Floor Cleaning, Miscellaneous Repairs, Personal and Professional Services, and Video Industries.

Source: Iowa Department of Revenue, "West Des Moines Retail Sales Statistics Public - Through Calendar Year 2016."

Iowa Department of Revenue. "Retail Sales & Use Tax Quarterly Report, March/June/September/December 2016."

# Pull Factors

## *Pull Factors Summary:*

In calendar year 2016, West Des Moines experienced very strong retail sales, as shown by the pull factors on the previous page. In 8 out of the 12 industry groups, West Des Moines had a pull factor greater than 1. This indicates that the City attracted, or “pulled in,” more non-resident shoppers than residents who used their purchasing power in other cities.

By far, the strongest retail category in West Des Moines during 2016 was Apparel. Apparel had a pull factor of 10.38, meaning that the city of West Des Moines had ten times as many apparel sales than the state of Iowa. For perspective, communities consider a pull factor of 1.0 favorable because it indicates a perfect balance of trade. West Des Moines’ ability to capture such a large amount of apparel sales compared to the rest of the state can be attributed to its diverse selection of shopping centers. Historic Valley Junction, Jordan Creek Town Center, Valley West Mall, and West Glen, and other unique retail centers are located throughout the community.

In addition to Apparel, West Des Moines captured a higher proportion of retail sales than the state in the following industry groups: Home Furnishings, Specialty Retail, General Merchandise, Eating & Drinking, Services\*, Building Materials, and Food Dealers. West Des Moines experienced weaker sales in Utilities & Transportation, Motor Vehicle, Miscellaneous, and Wholesale.

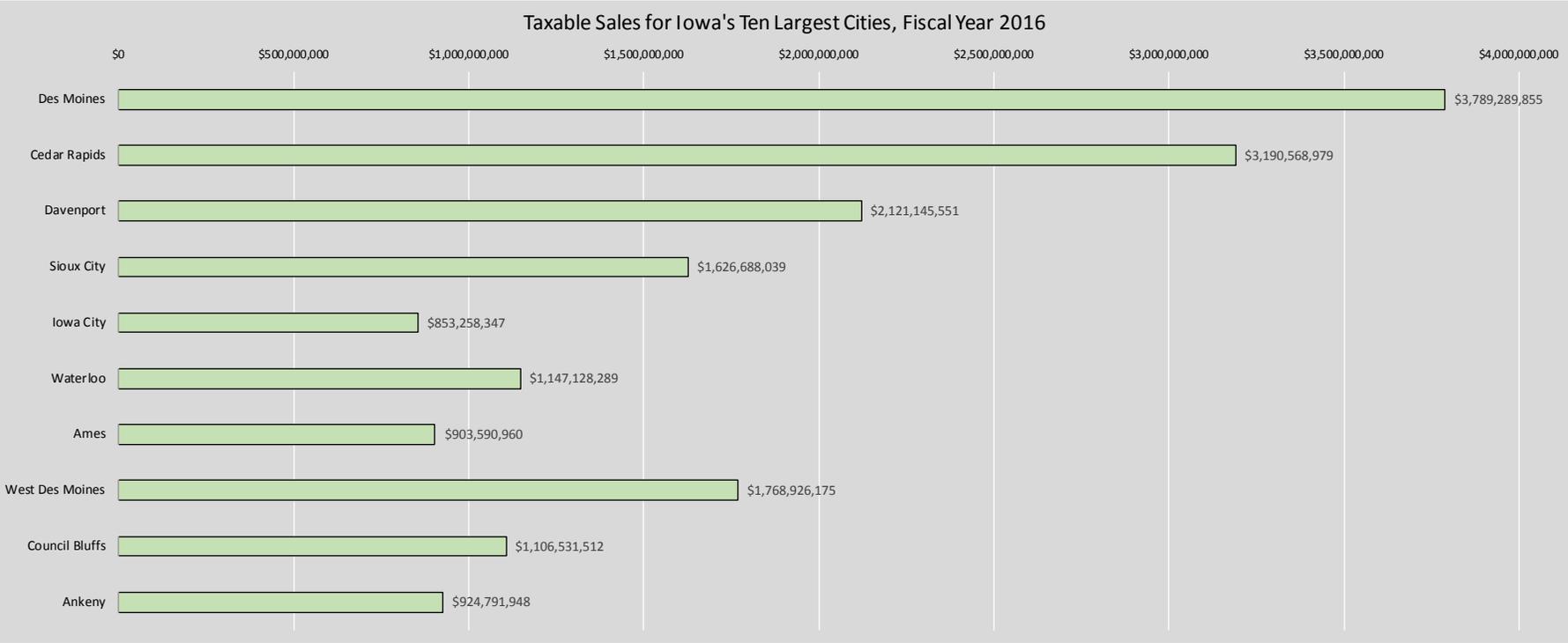
Overall, West Des Moines’ retail sales consistently outperform the state’s. Due to a change in group classifications by the state of Iowa, pull factor data published in Development Retrospectives before 2014 are inconsistent with the Development Retrospectives of 2015 and 2016.

*\*The “Services” category includes: Finance & Insurance, Real Estate & Leasing, Arts & Entertainment, Lodging & accommodations, Education & Athletic Events, Video Industries, Auto Repair & Related Services, Other Repair Services, and Business and Personal Services.*



# Taxable Sales

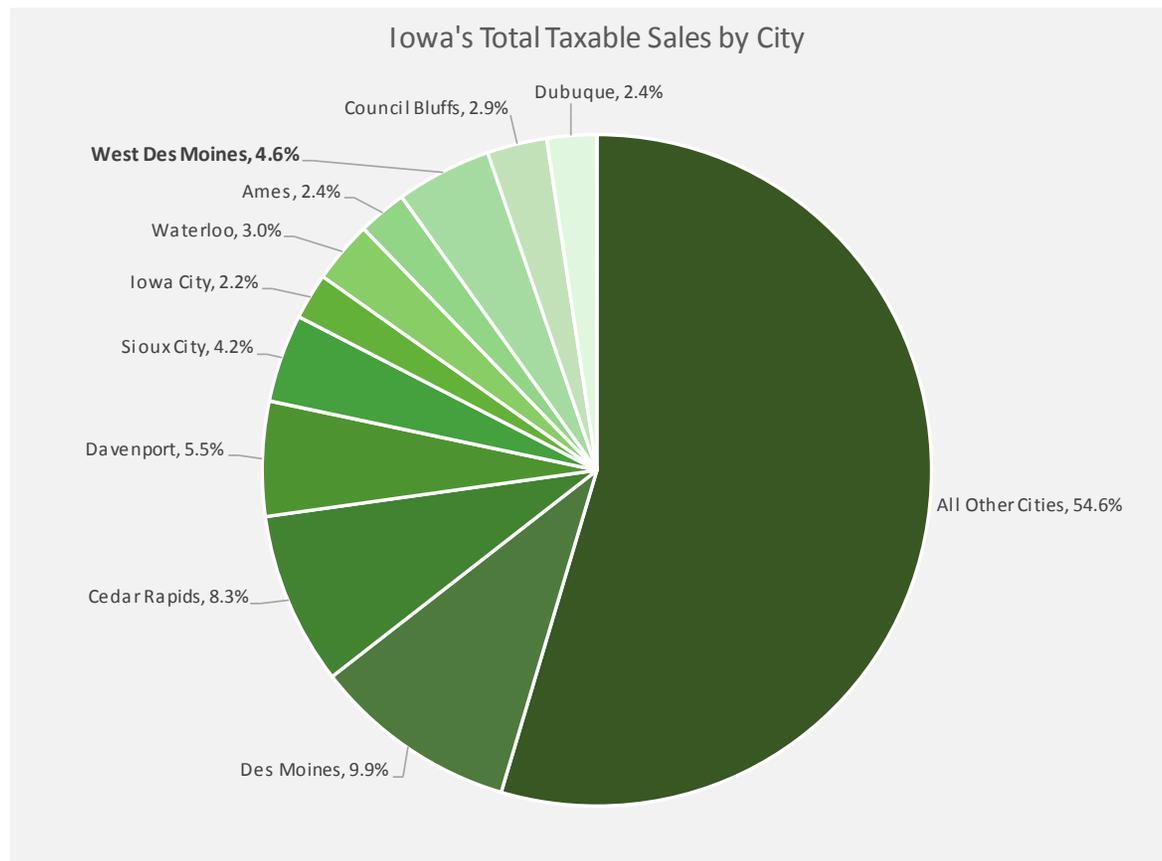
From July 1, 2016 to June 30, 2017, West Des Moines had \$1.76 billion dollars of taxable sales, making it the city with the fourth highest amount of taxable sales of Iowa’s most populated cities. In Fiscal Year 2017, West Des Moines saw a 2.6% increase in taxable sales, a positive trend that has continued since 2013.



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2016."

# Taxable Sales

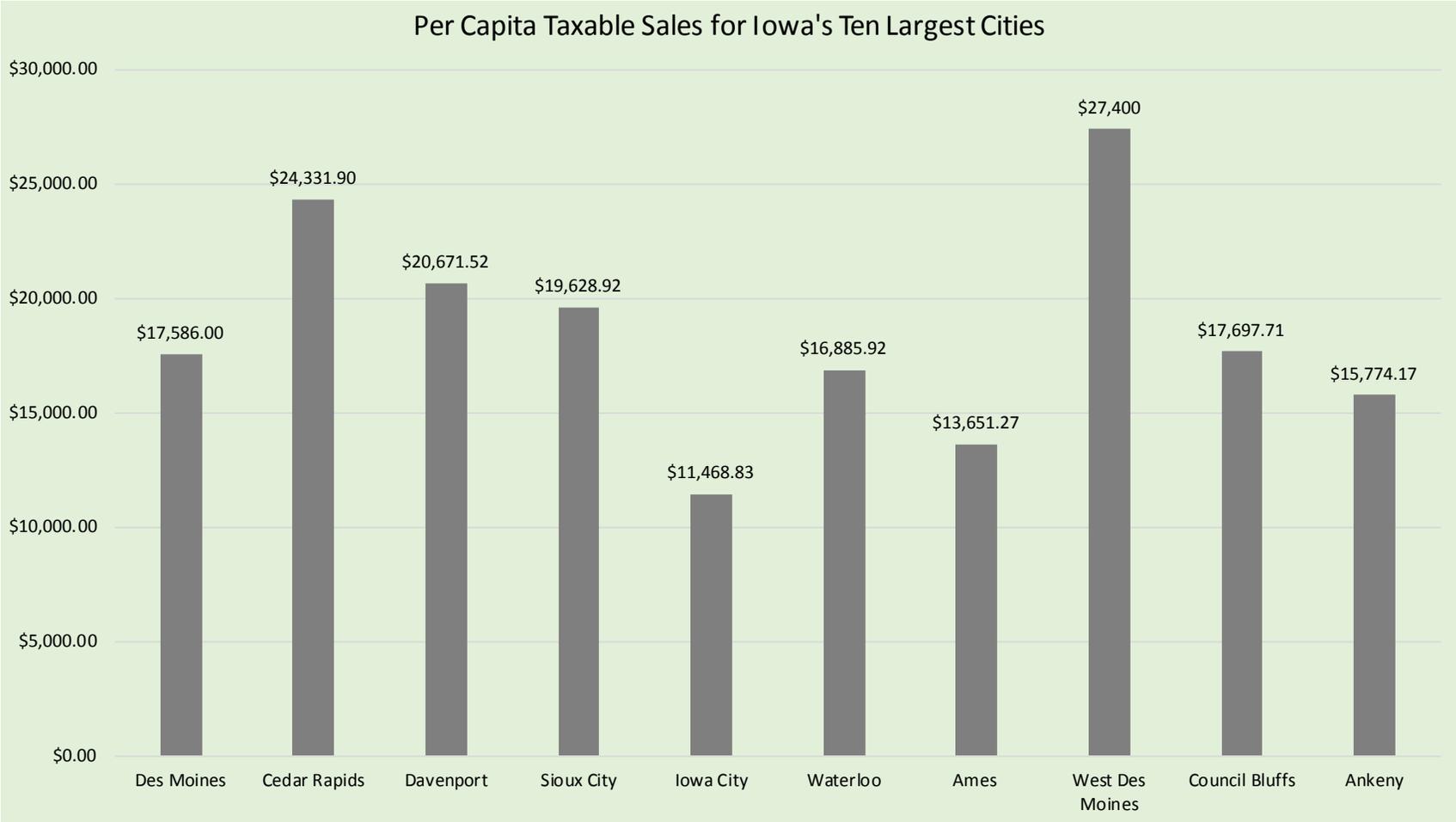
Iowa's ten most populated cities account for almost half of the state's taxable sales, with Des Moines and Cedar Rapids carrying the bulk of the sales. West Des Moines produces 4.6% of the state's total taxable sales, the 4th highest city on the list. However, West Des Moines only represents about 2.06% of Iowa's total population, so its share of taxable sales is double its share of Iowa's population. This indicates a robust retail industry in West Des Moines, especially in relation to its size.



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2016."

# Per Capita Taxable Sales

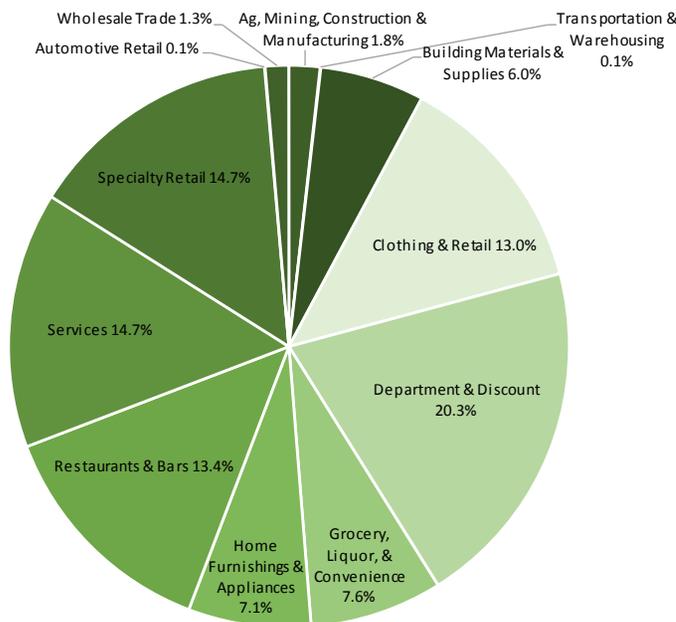
For Fiscal Year 2016-2017, West Des Moines ranks #1 one for per capita taxable sales of the 10 most populated cities in Iowa. West Des Moines has outperformed the other cities in per capita taxable sales for 10 consecutive years. To demonstrate the strength of the City's retail base, if we divide total taxable sales by the number of residents in West Des Moines, each person would be paying a staggering \$27,400 in goods and services each year!



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2016."

# Retail Taxable Sales

The following graph and chart show the industry breakdown of West Des Moines' retail taxable sales in the 2016 calendar year. The City's total retail sales increased from 2015. West Des Moines' strongest category is Department and Discount Stores, which account for 20.3% of total taxable sales. Specialty Retail and Services are tied for the next highest proportion of total sales, followed by Restaurants & Bars, Clothing & Retail, and Grocery, Liquor & Convenience. Please note that the retail taxable sales cannot be compared to previous Development Retrospectives due to a change in category definitions.



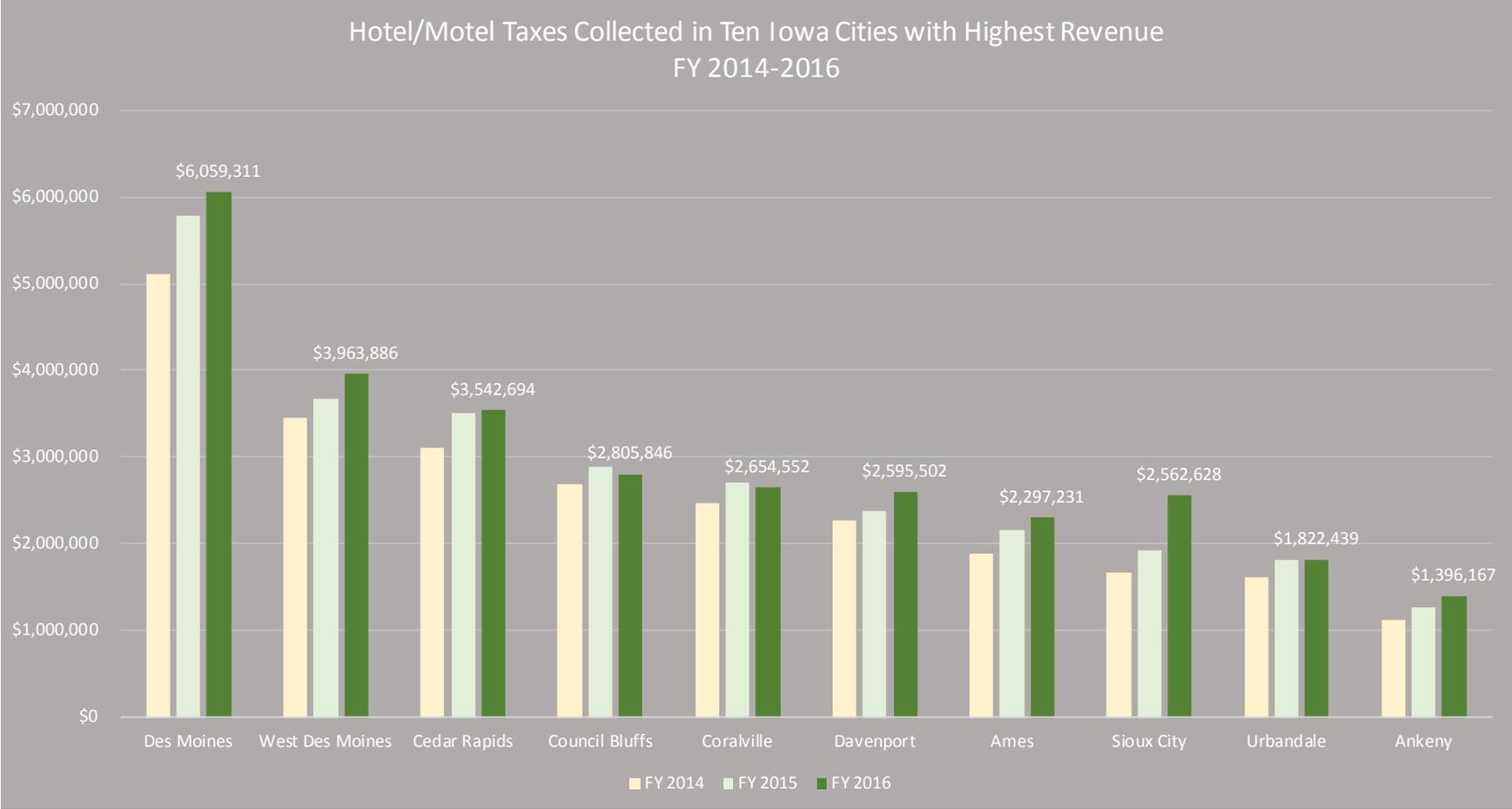
## West Des Moines Retail Taxable Sales, CY 2016

Ag, Mining, Construction, & Manufacturing	\$29,688,935
Automotive Retail	\$849,355
Building Materials & Supplies	\$100,626,936
Clothing & Footwear	\$217,380,928
Department & Discount Stores	\$339,013,904
Grocery, Liquor, & Convenience Stores	\$127,976,024
Home Furnishings & Appliances	\$118,305,445
Restaurants & Bars	\$224,136,680
Services	\$246,461,047
Specialty Retail	\$245,346,566
Transportation & Warehousing	\$862,269
Wholesale Trade	\$22,554,259
<b>Total</b>	<b>\$1,673,202,348</b>

Source: Iowa Department of Revenue, "West Des Moines Retail Sales Statistics Public - Through CY 2016."

# Hotel/Motel Tax Collected

For the 7th consecutive fiscal year, West Des Moines has collected the 2nd highest amount of hotel/motel tax out of the state's largest cities, following only Des Moines. West Des Moines' revenue from the hotel/motel tax was \$3,963,886 in Fiscal Year 2017, an 8% increase over the year prior.



Source: Iowa Department of Revenue. "Retail Sales & Use Tax Annual Report Fiscal Year 2016/2015/2014."

# Development Retrospective Summary

The 2016-2017 Development Retrospective highlights significant facts about the City of West Des Moines pertaining to all aspects of the community for the 2016-2017 Fiscal Year (July 1, 2016 to June 30, 2017). The data contained in the Development Retrospective show West Des Moines' general economic strength and quality of life. Fiscal Year 2016-2017 was another year of growth for the city, with some highlights summarized below:

- Several major projects were undertaken, including three additional phases of Microsoft's Alluvion data center.
- West Des Moines businesses once again received regional and national accolades.
- West Des Moines' population continues to grow, reaching 64,560 in 2016.
- West Des Moines has a highly educated population, with 57% having at least a bachelor's degree, compared to the US average of 31%.
- The majority of West Des Moines residents own their home.
- There was a significant increase in total valuation of construction, especially commercial construction.
- West Des Moines continues to have higher per capita property valuations than other Iowa cities.
- West Des Moines has very strong retail sales, especially compared to other similar and larger cities in the state.



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